

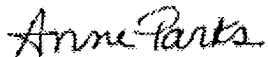
The American Consumer Opinion™ panel is a group of households in the United States, and in other countries around the world, that have agreed to participate in surveys over the Internet. Occasionally, these households are asked to participate in mail surveys or telephone surveys, but generally the surveys are all conducted over the Internet. The American Consumer Opinion™ panel is owned and operated by Decision Analyst, Inc., a major international marketing research firm headquartered in the Dallas-Fort Worth area in the United States.

- Membership in American Consumer Opinion™ is free. You will never have to pay any money to be a member. Your participation in our surveys is the only "cost" of membership. All registered members participate in a monthly drawing to win \$250 in cash awards, just for being a member.
- Each person who participates in a survey receives some type of incentive (a free product to test, cash, a check, a gift, and/or a chance to win larger cash awards through drawings*). The incentives typically range in value from \$4 to \$25, depending upon the length of the questionnaire and the time it takes to fill it out. If a survey is extra long, then the award could be \$25 or more. Participants in online focus groups generally receive \$25 or more.
- Most members of American Consumer Opinion™ enjoy having the opportunity to make their opinions count, to influence the future. It's similar to voting for elected officials, only you are voting on products and services you want in the future. For example, recent surveys helped AMTRAK (the U.S. train system) to decide on new routes and learn how to improve service on its trains. Recent product tests helped Pace Foods adjust the "heat" level in its Pace Picante Sauce to make it taste even better. Another test recently helped Guiltless Gourmet improve the taste of their wonderful snack chips. Another survey helped American Airlines identify the most comfortable types of seats for its airliners. We do hundreds of surveys a year to help companies do a better job. Your opinions really do make a difference.
- As a panel member, you will participate in several surveys a year, typically. The average survey will take 10 minutes or so to complete, and the questions are usually easy to answer.
- To determine whether your household qualifies to participate in a particular survey, we need to know something about your household and its members. That's the purpose of the questions in the Registration Form. The information about you and your household is strictly confidential, and will never be revealed to anyone outside of our company. Your name and address will

never be used for selling or advertising purposes, and your name will never be sold or given to anyone outside of our company.

- Several times a year you will receive short surveys about your household's usage of certain products and services. Please be sure to answer these surveys, because they help us select households for follow-up surveys. Always be completely honest and frank in answering these surveys.
- We post "fun surveys" on the Web site from time to time, purely for the amusement of our members. It's fun to see how other people think and feel. If you have suggestions for "fun" questions, please email them to us.
- Membership is limited to one person per household. If more than one person per household fills out the Registration Form, we will only accept the first person.

Sincerely,
Anne Parks



Director, American Consumer

Click Here To Join

If you would like more information on the American Consumer Opinion panel, please call 1.800.262.5974, or email Anne Parks at aparks@acop.com.

* You do not have to participate in a survey to have a chance to win the drawings. Just print your name on a post card and mail it to Ms. Anne Parks, Decision Analyst Inc., 604 Ave H East, Arlington, TX 76011. Be sure to write the path to the survey you were selected for on the postcard so we can link the awards to that survey. The postcard must arrive no later than one week after we send the email notification to you about the available survey.

Copyright © 1999 Decision Analyst, Inc. All rights reserved.



U.S. Trademark Electronic Search System (TESS)

TESS was last updated on Fri Aug 18 04:10:30 EDT 2000

[PTO HOME](#) [TRADEMARK](#) [TESS HOME](#) [FREE FORM](#) [STRUCTURED](#) [BROWSE DICT](#) [BOTTOM](#) [HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[Check Status](#) (TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark AMERICAN CONSUMER OPINION

Goods and Services (ABANDONED) IC 035. US 101. G & S: MARKETING RESEARCH SERVICES, MARKETING CONSULTING SERVICES, MARKETING RESEARCH REPORTS, TELEMARKETING AND INTERVIEWING SERVICES. FIRST USE: 19860702. FIRST USE IN COMMERCE: 19860702

Mark Drawing Code (1) TYPED DRAWING

Serial Number 73642417

Filing Date February 2, 1987

Owner (APPLICANT) DECISION ANALYST, INC. CORPORATION TEXAS SUITE 600 2225 E. RANDOL MILL ROAD ARLINGTON TEXAS 76011

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator DEAD

Abandonment Date November 23, 1987

[PTO HOME](#) [TRADEMARK](#) [TESS HOME](#) [FREE FORM](#) [STRUCTURED](#) [BROWSE DICT](#) [TOP](#) [HELP](#)

have fun \$\$\$\$ win money \$\$\$\$

This site is hosted for FREE on VirtualAve -- yours can be, too! Click here for more information.

Money
for
Nothing

Rewards Programs



Home
Rewards Programs
Paid Surveys
Affiliate Programs
Books
About the Site

AllAdvantage Make money surfing the internet. This program offers to pay you money for displaying advertisements on your screen while you're online. Although this is one of the older "get paid to surf" programs, it is still one of the best.



ePilot Get paid to use ePilot to search the web. This program will pay you for each internet search you perform and for browsing through various site categories. It's very easy to use and has a great referral program. Additionally, you get \$5.00 just for joining ePilot.



eTour Earn points to see a different home page customized to your interests every time you open your web browser. Points are good towards frequent flyer miles and gift certificates from a variety of different merchants. Earn 300 points just for signing up.



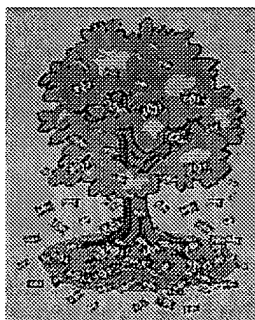
FreeRide This program lets you earn points for visiting websites, signing up for trial offers, and making purchases. Points can be used to get CDs, or gift certificates to a number of different stores and restaurants. It is one of the best programs out there, because it is possible to earn a number of points everyday just for viewing websites. In addition, fewer points are required to purchase gift certificates than in other programs. *Mention ddel+vec as the person who referred you to earn 50 points when you sign up.*



GetPaid4 Get paid just to use your computer and be online. Unlike most programs, this one will pay you for being online, regardless of what you're doing on your computer. As long as you have an advertising window displayed on your screen, you can get paid an hourly rate for using your computer, up to a maximum of 75 hours a month. Although their software hasn't been released yet, GetPaid4 is on a first come first served basis concerning who gets to download it when it's available.



GiantRewards This relatively new program lets you earn "clicks" by visiting various online stores. (You can earn



even more "clicks" by shopping at the sites you visit.) Then, you can play a game to convert your "clicks" to cash, gift certificates or other prizes. There are an extremely large number and wide variety of sites you can visit each and every day. Members are automatically entered in monthly drawings for cash and prizes, plus you'll get \$5.00 just for signing up.

MyPoints This is an very good program which has recently enhanced its site. Points can be earned in several different ways: visiting websites, completing surveys, signing up for free offers, making online purchases, reading e-mail and more. Points can be spent at a variety of online stores or redeemed for gift certificates usable at offline stores.

**Giant
Rewards**

Spedia A great program that lets you earn points in a variety of ways. Get paid an hourly rate for surfing the internet, with no limit on the number of hours you can get paid for each month. You can also earn money in many other ways, including: signing up for various free offers, completing surveys, and receiving e-mail from advertisers. Its even possible to win money playing games.



ValuePay This is a "get paid to surf" program with some excellent features. Although the rates they pay you for surfing are variable (depending on how much they make on advertising), they are generally very high (roughly double what AllAdvantage pays). Additionally, the ads you view are targeted to your interests. You can even opt for a smaller window in the upper right corner of your browser, rather than a bar that occupies the full screen width and shrinks your browser's viewing area.



Know of a good program you want added? Have other comments about the site? [Email webmaster](#)

Click here to visit our sponsor





This site is hosted for FREE on VirtualAve – yours can be, too! Click here for more information.



Pot-o-Gold Stuff
[Home](#)

[Disclaimers](#)
[Link to Us](#)

Search This Site

Search

Special Sites
[Charities](#)
[Communities](#)
[Holiday Stuff](#)

Make Money
[Contests](#)
[Games](#)
[Lotteries](#)
[Read e-Mail](#)
[SCAM Alert](#)
[Set Start Page](#)
[Surf the Net \(A-Z\)](#)
[Surf the Net \(P-Z\)](#)
[Surveys](#)
[Visit Sites](#)

Free Stuff
[Babies & Kids](#)
[Calendars](#)
[Candy Only](#)
[Catalogs](#)
[Clothing](#)
[Coupons](#)
[e-Cards](#)
[e-FAX](#)
[e-Mail](#)
[File Storage](#)

The following owners of the sites will not tell you to keep your opinions to yourself. Quite the contrary, they will pay you in cash, merchandise or other prizes to give them your opinion. Such a deal!

The method will be either an online multiple choice survey (in most cases) or an occasional chat session survey. The chat sessions are completed in specific chat rooms with other participating members to discuss, in a live forum, various topics.

By the way, you might want to stop in and get Gator from the Miscellaneous section. It will take the pain out of filling out those forms.

@PC Data Information

Participants are eligible to take part in our surveys. You will receive a credit from \$1.00 to \$5.00 for each survey you complete. Accounts must reach a minimum of \$10.00 in order for a check to be processed and mailed. PC Data sends out checks to its participants once a month. Survey invitations are sent randomly to participants at least 2 to 3 times per week via e-mail.

Advisory Panel

You are invited to join an international advisory panel. As members of the panel, you'll be asked to give your opinions about various issues of importance. Topics will include: the Internet, new products, food, health, the family, entertainment and many others. We will post new topics about twice a month - you can respond on the web or by e-mail. In exchange for your participation, we conduct drawings for several \$50 awards and specially designed Advisory Panel "Ask Me" T-shirts for each topic.

Our Sponsors

Join our mailing list!
Enter your email address below, then click the 'Join List' button:

Join List
LISTBOT

Please refer our site to anyone you feel may like or benefit from what we have to offer.

**Tell A Friend
About Us... Win
A Dell Pentium III**

A must have for filling out online forms and remembering passwords! Sure cuts down on my typing!!

**LET GATOR
DO IT ALL
FOR YOU
FREE!**
click here

PostMaster Direct, the free and easy way to get the latest news on special offers and discounts on products and services!

File StorageFood ItemsGift CertificatesGift RegistryHome PagesHealth & BeautyInternet ServiceMiscellaneousNewslettersPetsPostersRecipesVoice MailOther Free SitesFree SitesAmerican Consumer Opinion

As a member of American Consumer Opinion you will have the opportunity to participate in surveys, test new products, and evaluate new commercials. Your participation will, in the long run, help improve the quality of products and services you buy. If you are selected to participate in a survey, you will receive free products, cash, a check, postage stamps, or other gifts as thanks for sharing your opinions with us. Most importantly, your participation in our surveys gives you a chance to make your opinions count.

Axius Car Products

We are continually increasing and improving our product lines. In doing so, we would like your input! Periodically, we send products to people to test, review, and suggest improvements. In exchange for testing a product, you get to keep it. If you would like to be a part of the Axius product test team, please submit the following information below. You will be added to our list and may be contacted in the future to test one of our products. Follow the Free Stuff Link, option #2.

BigBang

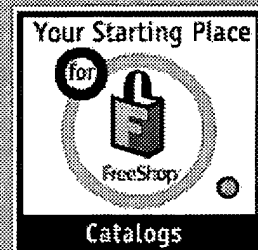
Get rewarded for doing what you enjoy on the Internet. With Big Bang, you'll earn points towards frequent flyer miles on any airline you choose--and soon points will be good towards great merchandise with major retailers. Build points or miles just for seeing ads, touring websites and answering surveys. And it's all free. Please use referral ID# **Allen Smith**. Thanks!

Brand Institute

Brand Institute is constantly seeking creative minds to participate in online creative BRANDCHAT sessions and surveys as well as creative focus groups at our local offices. Participants in these areas will also be rewarded with monetary compensation. A BRANDCHAT is a creative brainstorming focus group that is held online through a chat room and participants get involved in creating names for new products, services, or companies. Participants are rewarded with monetary compensation. (I've taken surveys here and get paid \$35! They don't send many, and when they do they fill up quickly. Do this one now.)

services!

**GET ON
THE LIST!**
Free Product
Info By Email!



CashMap

CashMap is a rewards program in which you earn Map Dollars in a variety of ways. Some of those ways include visiting web sites, conducting searches, signing up for free offers, filling out surveys, and shopping. One hundred points equals one Map Dollar.

Clarion Research

Clarion Research Inc. is a full service custom survey research provider. We design, conduct, coordinate, and analyze market research projects. We specialize in quantitative research projects and the integration of qualitative and quantitative research phases. We carry out both domestic (U.S.) and international research projects. We provide consumer and business-to-business research. They don't specifically state how much they pay per survey but allude to the fact that you get more for the longer ones. I will keep you posted on what I find out.

Clearwater Research

Clearwater Research is a dynamic and innovative team of researchers focused on meeting your research needs. We build custom-designed projects to address your specific research questions. We determine your needs, then build a project team of researchers whose skills and expertise best match the requirements of the projects. They don't specifically state how much they pay per survey but allude to the fact that you get more for the longer ones. I will keep you posted on what I find out. Follow link to Marketing Research, Research Tools, Online Surveys and complete sample survey to be added to database.

Clickin Cyberleague

Have fun and win free stuff in exchange for your opinions on Clickin surveys and polls. Clickin Cyberleague members are selected to participate in special Clickin activities and are notified by personal e-mail invitation. Cyberleague activity participants receive guaranteed incentives. We try to give participants a three to four day prior notice of being selected, however, in some instances this time frame may be more limited.

Consumer Link

It is the online public opinion forum where your

voice counts. You can earn money just for sharing your thoughts on anything from breakfast cereal to environmental issues. We will notify you of the amount when we invite you to participate in one of our surveys or discussion groups. Payments will range anywhere from \$5 to \$50, depending on the scope of the project. Once we have your completed application and we have accepted you as a panel member, we will send you your free prepaid phone card.

Consumerviews

When you are invited to complete a questionnaire for a client, you will be told what the token payment or gift will be for participation. Typically, participants will receive a check for \$5.00 or perhaps coupons worth \$5 or more on the client's products. In some situations, participants may receive larger payments.

Customer Insites

The Customer Insites Evaluation Panel is an elite group of web users who provide insights to various online businesses. These insights help improve the web site. Panelists receive e-mails detailing the online surveys currently being hosted by CI, and are selected to participate in those they find interesting. CI Panelists have a unique opportunity to shape the face of the Internet with their input, and to earn incentives to boot!

CyberDialog

You will not necessarily be contacted for each and every project (it often depends on age, gender, geographical area, and other study requirements), they will e-mail you to let you know about it. If not, you will be contacted for another project. If you qualify, then you will receive a Project Qualification questionnaire which helps determine whether or not you fit the exact requirements for that project. If you meet the requirements, then you are invited to participate in the project and provided with detailed instructions.

CyberSurvey

We need people willing to give us their opinions on the future of gaming in the US. If you sign up to be part of our panel we send you a survey. Completing the questionnaire will enter you in a drawing for lots of excellent prizes including a 27" Color TV, video

game hardware and games, graphics enhancements boards and computer games.

Digital Research, Inc.

Once we process your application, you and other members of your household will become members of our consumer research panel -- and be eligible to periodically receive valuable incentives. They do not state specifically what incentives although they ask if you might be interested in testing their products. I will keep you posted.

DirectResource

Sign up to be contacted to take part in online Market Research surveys and be entered in our drawing for 1000 Beenz!!!! Be sure to sign up for your Beenz account (Visit Sites section) first!

encuesta.com

When you first join encuesta.com and fill out your new registration profile you will automatically be entered in our monthly sweepstakes where five randomly selected individuals will win \$100.00 each. When you submit the completed survey you will automatically receive by mail the incentive promised (typically \$3.00 to \$5.00 per survey or a gift) You will also automatically be entered into our per study drawing for a chance to win cash prizes (typically \$250.00 - \$500.00).

ePinions

Epinions.com is giving away \$1 MILLION! Part of the \$1 MILLION they are awarding by the end of 1999 could be YOURS! Refer your friends and make money!

E-Poll

We provide beneficial links to areas of interest for the consumer, and if you wish to participate in their market research, you will receive valuable points and discounts towards the products and services you use. All that is necessary from you is your age, gender and zip code so we know where to forward your opinion.

Esearch

The surveys provide you with a forum to express your opinions and let manufacturers know what you think about many different products and services. Your answers can influence which products go to

market or which ones are discontinued. In addition, they may ask you to try out a product at home and tell them what you think about it. In addition, completing most surveys will automatically enter you into a drawing for special prizes (usually cash), and in some instances, all participants are rewarded with an honorarium.

FocusLine

Once you've registered with us you'll be eligible to be included in web based surveys, one-on-one interviews, and group sessions. Surveys usually take about 10 minutes to complete. Group sessions and one-on-one interviews are conducted in a chat based environment and usually last for 30 minutes to an hour. You'll be financially rewarded for your participation. We typically pay between \$25.00-\$45.00 for your participation in our studies.

Focus World

Do you have an opinion? Wouldn't you like to get paid for it? Focus World is always looking for qualified respondents for our market surveys and questionnaires. Tell us a little about yourself and we will add you to our database of potential respondents.

FreeRide

FreeRide is the coolest Net rewards program on the planet. How does it work? You continue to do the stuff you do on the Web anyway, like surf, shop, sign up for free services, etc. The difference is, if you play on the Web with FreeRide sponsors, you'll be rewarded with FreeRide points. You can then cash in your points for tons of great stuff, all for free! Please use my referral ID# **ASMITH289**. Thanks!

FreeJoin.net

FreeJoin.net will pay you for taking advantage of various offers from our sponsors such as surfing the internet with our FreeJoin Bar, visiting participating websites, completing surveys/questionnaires, receiving email, registering for various free services, downloading programs, making purchases, referring others and much more! The more offers that you respond to, the more money you can earn! The rate equates to \$1.00 = 100 coins.

GlobalTestMarket

Our research studies are conducted all over the world. As a result, we denominate our rewards exclusively in MarketPoints which have a fixed value versus the US dollar. For purchase of products from a test market, this value is US \$0.10 per MarketPoint or US\$100.00 per 1000 MarketPoints. For conversion to cash, the cash value depends on the number of points being redeemed and the number of surveys you have completed since joining GlobalTestMarket.com. The difference is because we want to encourage you to use your points to purchase the innovative and development-stage products being offered by our clients. The cash equivalent increases with the number of completed surveys.

Greenfield Online

Be a part of the research revolution and make a difference! Your participation in projects with Greenfield Online directly influences the way companies develop products, policies, and services to better meet your consumer needs! Join now and be entered to win our \$2,000 Cash Giveaway and hundreds of other cash and merchandise prizes for participating in the online surveys.

HarrisPollOnline

From time to time, they show their appreciation for your participation by giving you the chance to enter a sweepstakes. Prizes may consist of a cash award or specialty offer (such as free computer games or discount coupons). Surveys that include sweepstakes, cash awards or other specialty offers will be identified in the e-mail invitation. In instances where prizes are awarded, you will qualify for these offers only after successfully completing the survey.

iCameo

Is it possible to make real money in just one minute of your time? At iCameo, we give our Practitioners that power. Imagine, earning \$1 every minute. That's \$60/hr or around \$100,000/year! This is not a scam; you are not selling stuff; you don't have to go anywhere; you don't have to stuff envelopes. iCameo pays you to state your opinion to the people who want to hear it. We will email you short questionnaires that you can complete in less than a minute; and presto, \$1. They are simple questions the answers to which help America's companies serve their customers better. For the longer surveys,

we will pay you \$1 for each minute of your time that the survey should take. Don't feel like doing the survey? Don't! We won't hold it against you.

Intelliquest Technology Panel

You Can Influence the Direction of the High Tech Industry and Let Industry Leaders Know What You Really Think, While Earning Cash and Prizes for Doing It! For each survey that you complete and return by the specified date, you will earn PERCS points or be entered in a drawing for one or more specified prizes, such as notebook computers, CD-ROM drives, software, or cash. Some drawings are for cars and computers!

Internet Poll

Respondents are recruited for on-line interviews on The Internet Poll via targeted e-mail lists. All the respondent needs is a connection to the World Wide Web via either an on-line service such as America Online or Compuserve or an Internet service provider; and a browser such as Netscape Navigator or Internet Explorer. For E-Mail surveys, all the respondent needs is a connection to an online service or other electronic mail provider. Subjects for exploration include attitudes, awareness and usage of products and services; customer satisfaction; employee morale and job satisfaction studies; and, testing of advertising and new product/service concepts, names, packages, and logos.

I-Say.com

I-Say.Com would like to offer YOU the opportunity to win valuable cash prizes or cool merchandise. To become eligible for these incentives all you need to do is participate in our online market research surveys. You can take these short surveys at your own convenience. Your participation in these surveys helps our clients to improve their products and services. By participating in our surveys you not only become eligible for cash and prizes but you may also get a chance to see new products and services before the general public. Please use referring member **allensm@hotmail.com**. Thanks!

I-Survey.net

There are two primary benefits of participation. First, i-survey.net surveys offer you an opportunity to express your preferences and concerns about the

products and services your company buys and uses. Your participation directly influences the way companies design, service, distribute, and price their products and services. Secondly, depending on the nature of the project, a cash incentive or random prize drawing entry will be offered as an incentive.

iThinkInc

Here you'll be able to win free prizes and earn money just by giving your honest opinions. Each time you qualify and complete a survey, you'll be paid. In addition, they have regular drawings for large cash prizes (usually around \$200).

MBS Internet

By registering with our respondent database, we will contact you from time to time, via e-mail, to participate in web-based surveys. Incentives for online surveys are usually in the form of cash, product samples and/or gift certificates. The type and amount of incentive are based on the type and size of survey and the respondent profile required by the contract and can vary from \$2-\$10 or more. Sometimes, we do surveys in which no incentive is offered at all and sometimes you are entered into some pretty major drawings for some really neat stuff. In the case of review surveys, you may be allowed to keep product samples.

Memolink

Welcome to memolink.com – “your home on the Web for earning free stuff.” It’s easy to get gift certificates from companies like Barnes and Noble, CDnow, Wal*Mart, Pizza Hut, Olive Garden, Best Buy, Blockbuster and more. You’ll earn Memolink points for filling out surveys, visiting and joining other Web sites, sampling products and more. Then you can redeem your points for one of our many, cool prizes! It’s SIMPLE, EASY and FREE to join and we’ll even give you 100 points towards your first prize. Please use my referral ID# **potogold_freebies@hotmail.com**. Thanks.

MultiKredits

MultiKredits negotiates with advertisers and vendors to pay you every time you read their e-mail offers, visit their web Sites, try or purchase their products or participate in their polls. It also actively searches for rewards that you can take advantage of. MultiKredits passes along at least 50% of proceeds

it gets for your online behavior to you and your sponsor friends in the form of Kredits, which you can redeem for CASH. MultiKredits also pays you Kredits when you and your friends participate in surveys, which collect information used to better target offers to your interests.

NFO Interactive

At NFO, consumer opinions count in a big way. Air bags and anti-lock brakes, cash reward credit cards, and childproof safety caps are just a few of the innovations driven by consumer opinion and research.

NPD

NPD conducts a variety of different studies interactively. Mostly quick, easy surveys, but also Online Focus Groups, Internet Site evaluations or New Prototype Site evaluations, and occasional product and software tests. Participation is completely voluntary! When you participate you are often entered into a drawing for a chance to win CASH prizes.

OneSight

OneSight provides Internet users with a unique opportunity to receive compensation for sharing their time and opinions. For each survey that you complete, you will earn a specified amount in your OneSight account. All earnings from participating in surveys are credited to this account. OneSight also offers drawings for cash prizes in conjunction with certain surveys. These drawings are in addition to the amount you earn for every completed survey.

OpinionSite

You will receive a free gift or enter into a contest to win a cash prize for every survey that you complete. As one of the leading marketing research organizations, we conduct market research to help our clients understand what consumers think about products and services. Our surveys cover a wide range of topics from household products to high technology services as well as the public's opinions on issues of the day.

QuestionMarket

The payment policy at QuestionMarket.com is simple. There are two kinds of surveys and depending on the type you participate in, you will

get paid accordingly. Some surveys offer to pay participants \$10 or more just for being involved. Other surveys offer participants a 1 in 100 chance to win \$100. In this type of survey there is always one randomly selected winner from every 100 surveys submitted. Follow the Take a Survey link and register.

RedPen

Redpen.com conducts two types of surveys: Redpen and RedpenLite surveys. Redpen surveys are conducted for our clients and RedpenLite surveys are conducted for our members. Redpen.com uses an incentive system to encourage timely response to our survey offers. We typically offer \$10/hour, based on the average number of minutes required by the test-readers. Thus, a "15-minute survey" would be worth \$2.50 and a "30-minute survey" would be worth \$5.00. Your actual earning rate may be higher or lower, depending on how your reading/answering speed compares to that of our test-readers. Sign up for this one since they sometimes close registration (they do have a waiting list you can sign up on) when they have enough people on their active survey list! Please use my referral ID# **88577**. Thanks!

S&H Greenpoints

Remember S&H GreenStamps? Us non-younger people will. They are back! We value your input. So, as a member of our consumer panel, you'll get points. All we ask in return is that you test drive our personal rewards center and share your opinions on usability and reward propositions. We'll make sure you're among the first to know when the program is launched!

Spectra

Members of their research database will receive e-mail invitations to participate in a variety of online and off-line research projects. Most projects include an incentive for completion, such as a cash sweepstakes, free product or an online gift certificate.

Techknow Panel

TechKnow Panel is an online market research panel that will pay you up to \$100 per hour for helping leading technology companies develop their

products. As a member of TechKnow Panel, you will be presented with new high technology products before they are available to the general public. Through innovative online surveys, you will provide input into how the products should be designed, developed and marketed.

TestNow

Although you may complete the surveys at any time and at any pace, each survey is limited to a specific number of responses and may be available for a limited time. They pay people to provide feedback via surveys about web sites & other concepts.

Voice of the Internet

Once you are registered, we will notify you by e-mail with instructions on how, and where, to take the poll. Even if you're not selected, you will be entered into our monthly cash giveaway just for registering. At the end of the poll period, a percentage of names will be selected to receive a \$5 payment for their participation. The number of winners is determined by the number of completed surveys received, and total sponsor generated prize money. You can take polls at the site for entry into a drawing for a T-shirt.

W3Survey

W3 Resources, Inc. is looking for people who are willing to participate in surveys and focus groups over the web. Many of their customers are willing to pay incentives in the form of cash, prizes, and drawings for your opinions.

ZosMail

The first 100,000 users to sign up as member will earn US \$1. You fill in your personal particulars in the Member's Registration Page in which also specify your areas of interest. Thereafter, you, the member, will have a personal INBOX at our Web Site which is customised to you and which only you can access. There will be periodic emails sent to you, informing you of the number of messages you have received in your INBOX and the amount of US\$ payable to you. Earn \$1 to \$10 per survey! Please enter my referral ID # **allensm**.

.....

If you have any comments or suggestions about this site please contact

File 15:ABI/Inform(R) 1971-2000/Aug 18
(c) 2000 Bell & Howell
File 275:Gale Group Computer DB(TM) 1983-2000/Aug 18
(c) 2000 The Gale Group
File 16:Gale Group PROMT(R) 1990-2000/Aug 18
(c) 2000 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group
File 148:Gale Group Trade & Industry DB 1976-2000/Aug 18
(c)2000 The Gale Group

Set	Items	Description
S1	852425	SURVEY?? OR QUESTIONNAIRE?? OR POLL??
S2	28703	S1(3N) (FIRST OR INITIAL OR PRELIMINARY OR QUALIF? OR SIGN(- W)UP OR PRIMARY OR OPENING OR INTRODUC???)
S3	28906	S1(3N) (SECOND??? OR ADDITIONAL OR FOLLOW(W)UP OR BONUS OR - ANOTHER OR REFOCUSSED OR RE(W)FOCUSSED OR MORE(W)DETAILED OR SE- RIES OR SET OR SUBSEQUENT OR SUCCEEDING OR EXTRA OR BONUS OR - SUCCESSIVE OR ENSUING)
S4	780304	REWARD?? OR PRIZE?? OR GIFT?? OR INCENTIVE??
S5	76930	S4(3N) (RECEIV??? OR SENT OR GET???? OR WIN???? OR COLLECT?- ?? OR PICK??(W)UP OR GIVEN OR MAILED)
S6	71343	S4(3N) (CLAIM??? OR RECEIV??? OR OBTAIN??? OR GET???? OR WI- N???? OR COLLECT??? OR PICK??(W)UP)
S7	348465	(I(W)D OR IDENTIFICATION) (W)CARD?? OR PROOF OR TICKET?? OR STUB??
S8	51	S2(S)S5
S9	38	RD (unique items)
S10	23	S9 NOT PY=1998:2000
S11	67	S3(S)S5
S12	50	RD (unique items)
S13	46	S12 NOT S10
S14	24	S13 NOT PY=1998:2000
S15	157	S2 AND S3 AND S5
S16	77	S15 AND MARKETING
S17	63	RD (unique items)
S18	56	S17 NOT (S10 OR S14)
S19	35	S18 NOT PY=1998:2000
S20	257	S3(10N)S4
S21	229	S20 NOT S11
S22	115	S21 AND MARKETING
S23	26	S2 AND S22
S24	25	S23 NOT S19
S25	21	RD (unique items)
S26	15	S25 NOT PY=1998:2000
S27	1508	S6(10N)S7
S28	1	S6(10N) (I(W)D OR IDENTIFICATION) (W)CARD??
S29	108	S27(S) (STORE?? OR MERCHANT??)
S30	8	S1 AND S29
S31	9	S6(S) (I(W)D OR IDENTIFICATION) (W)CARD??
S32	8	RD (unique items)
S33	3	S29(S)REWARD??
S34	1896	S7(3N)PRESENT???
S35	101	S6 AND S34
S36	36	S6(S)S34
S37	23	RD (unique items)
S38	17	S37 NOT PY=1998:2000
?		

10/TI/1 (Item 1 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Building rapport in electronic mail using accommodation theory

10/TI/2 (Item 2 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Trust and breach of the psychological contract

10/TI/3 (Item 3 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Using the Internet for travel and tourism survey research: Experiences from the net traveler survey

10/TI/4 (Item 4 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Middle-school children's sources and uses of money

10/TI/5 (Item 5 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Your dream house

10/TI/6 (Item 6 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Grantors and gift gatherers

10/TI/7 (Item 7 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

The overestimated workweek? What time diary measures suggest

10/TI/8 (Item 8 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Link between response-inducing strategies and uninformed response

10/TI/9 (Item 9 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

World Class: New Incentive Travel Survey Offers Global Perspective

10/TI/10 (Item 1 from file: 275)
DIALOG(R)File 275:(c) 2000 The Gale Group. All rts. reserv.

World Class PC.

10/TI/11 (Item 1 from file: 16)
DIALOG(R)File 16:(c) 2000 The Gale Group. All rts. reserv.

TEENS USE CELLULAR PHONES TO STAY IN TOUCH WITH PARENTS

10/TI/12 (Item 1 from file: 160)
DIALOG(R)File 160:(c) 1999 The Gale Group. All rts. reserv.

Going commercial

10/TI/13 (Item 1 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Customers come first. (customer service survey) (includes related article on Beaufort, NC's Martha's Collection gift shop)

10/TI/14 (Item 2 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

BBDO studies the art of engagement. (advertising agency's BBDO TechSetter hotline solicits input on advertising from Compuserve users) (Interactive Ad Review)

10/TI/15 (Item 3 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv..

Voter reaction to tax change: the case of the poll tax.

10/TI/16 (Item 4 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Category-based applications and extensions in advertising: motivating more extensive ad processing. (includes appendices)

10/TI/17 (Item 5 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

The effect of using a questionnaire identification code and message about non-response follow-up plans on mail survey response characteristics. (Miscellany)

10/TI/18 (Item 6 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Scientists emerge as creators of mystery-shrouded movie firm. (Church of Scientology members run Future Films) (company profile)

10/TI/19 (Item 7 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Bridal couple & jeweler: best friends. (JCK Directions)

10/TI/20 (Item 8 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Leaders of the most admired. (corporate reputations)

10/TI/21 (Item 9 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Would you buy a car from this man? (auto dealers trying to build customer

loyalty)

10/TI/22 (Item 10 from file: 148)

DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Controlling audience quality. (circulation involved in helping to establish
and maintain audience quality) (column)

10/TI/23 (Item 11 from file: 148)

DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

New York State Lottery Director John D. Quinn announces that the first
prize for Jan. 18 has been raised to \$30 million.

?

10/3,K/16 (Item 4 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2000 The Gale Group. All rts. reserv.

06509542 SUPPLIER NUMBER: 14444259 (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Category-based applications and extensions in advertising: motivating more
extensive ad processing. (includes appendices)**
Goodstein, Ronald C.
Journal of Consumer Research, v20, n1, p87(13)
June, 1993
ISSN: 0093-5301 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 9724 LINE COUNT: 00793

... had focused on ad or brand information while watching the ads.
Five minutes after collecting the questionnaires, the author asked
students to complete a second **questionnaire** . **First** , subjects spent two
minutes listing all of the brands or companies that they remembered being
advertised. Next, they completed an aided recall task measuring their...

...After each ad participants filled out a 28-item description list
comparing this ad to others for the product type. Finally, the
questionnaires were signed, **collected** , and the cash **prize** awarded.

Subjects were debriefed, and the experiment and its applicability to
ad testing were discussed. Only eight of the 302 participants surmised that
phases 1...

14/TI/1 (Item 1 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

RIMS' health & safety committee focuses on ergonomics: Call for assistance

14/TI/2 (Item 2 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Relief at last

14/TI/3 (Item 3 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Interdependency, contracting, and relational behavior in marketing channels

14/TI/4 (Item 4 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Election billboard

14/TI/5 (Item 5 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Individual trips take flight

14/TI/6 (Item 6 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

The demand for incentive travel: An empirical study

14/TI/7 (Item 7 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Bored and blase

14/TI/8 (Item 8 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

The Incentive Effects of Tournament Compensation Systems

14/TI/9 (Item 9 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Compensation Trends

14/TI/10 (Item 10 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Hospital Survey Changes Outline Gift Statistics

14/TI/11 (Item 11 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

GETTING YOUR PERSONNEL DEPARTMENT TO RETHINK WP PAYCHECKS

14/TI/12 (Item 1 from file: 275)
DIALOG(R)File 275:(c) 2000 The Gale Group. All rts. reserv.

Survey of Apple dealers shows mixed loyalties.

14/TI/13 (Item 1 from file: 16)
DIALOG(R)File 16:(c) 2000 The Gale Group. All rts. reserv.

Women Gaining Clout Online; From consumers to Webmasters, the Web is
crawling with women

14/TI/14 (Item 2 from file: 16)
DIALOG(R)File 16:(c) 2000 The Gale Group. All rts. reserv.

Radisson Hotels on the East Coast to Offer Special Perks: Smart Traveler
Bonuses from AT&T Wireless Services, Northwest Airlines and Radisson
Hotels Worldwide

14/TI/15 (Item 3 from file: 16)
DIALOG(R)File 16:(c) 2000 The Gale Group. All rts. reserv.

EMPLOYMENT OUTLOOK '96: Maximizing Return on Employee Investment

14/TI/16 (Item 4 from file: 16)
DIALOG(R)File 16:(c) 2000 The Gale Group. All rts. reserv.

Benefits plans focus on flexibility

14/TI/17 (Item 1 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Women gaining clout online. (Web sites that appeal to female customers)
(Internet/Web/Online Service Information)

14/TI/18 (Item 2 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Dave Barry's Book of Bad Songs. (book reviews)

14/TI/19 (Item 3 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Call for assistance. (RIMS' Health & Safety Committee focuses on
ergonomics) (Risk and Insurance Management Society)

14/TI/20 (Item 4 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Receiving and responding to a mail survey: a phenomenological examination.

14/TI/21 (Item 5 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Reassessing the role for wealth transfer taxes.

14/TI/22 (Item 6 from file: 148)

DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Calling doctor newspaper. (newspaper advertising) (Best Food days)

14/TI/23 (Item 7 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Length-biased sampling in mall intercept surveys. (.... Research Notes and Communications)

14/TI/24 (Item 8 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Material gains. (Peter Nygard) (excerpt from The Money Rustlers)
?

19/TI/1 (Item 1 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Britain's most admired companies: Reuters seizes the crown

19/TI/2 (Item 2 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

The new medical marketplace: Physicians' views

19/TI/3 (Item 3 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Corporate annual report graphical communication in Hong Kong: Effective or misleading?

19/TI/4 (Item 4 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

The wired bunch

19/TI/5 (Item 5 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Influences on adolescent brand preferences in the United States and Mexico

19/TI/6 (Item 6 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Functional background as a determinant of executives' selective perception

19/TI/7 (Item 7 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Vendor consideration and switching behavior for buyers in high-technology markets

19/TI/8 (Item 8 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Waving the white flag

19/TI/9 (Item 9 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Trends in agent compensation

19/TI/10 (Item 10 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

The influence of coworker feedback on salespeople

19/TI/11 (Item 11 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Changing media consumption in a new home: Acculturation patterns among Hong

Kong immigrants to Canada

19/TI/12 (Item 12 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Determinants and direction of trading companies' development in Europe

19/TI/13 (Item 13 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Effectively conceiving and executing multinationals' worldwide strategies

19/TI/14 (Item 14 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Euromoney Awards for Excellence 1993

19/TI/15 (Item 15 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Procedural justice, attitudes, and subsidiary top management compliance with multinationals' corporate strategic decisions

19/TI/16 (Item 16 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Misunderstood derivatives: The causes of informational failure and the promise of regulatory incrementalism

19/TI/17 (Item 17 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

The service organization: Human resources management is curcial

19/TI/18 (Item 18 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

We Can Do a Better Job of Selecting International Distributors

19/TI/19 (Item 19 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

1991 Facts Survey

19/TI/20 (Item 20 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Performance Measurement and the Quality Voyage

19/TI/21 (Item 21 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Business Ethics in the Insurance Industry

19/TI/22 (Item 22 from file: 15)

DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Lessons from the Silicon Valley

19/TI/23 (Item 1 from file: 16)

DIALOG(R)File 16:(c) 2000 The Gale Group. All rts. reserv.

The Wired Bunch

19/TI/24 (Item 1 from file: 148)

DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Contingent processes of source identification. (includes appendices)

19/TI/25 (Item 2 from file: 148)

DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Mental budgeting and consumer decisions.

19/TI/26 (Item 3 from file: 148)

DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Using optical mark read surveys: an analysis of response rate and quality.

19/TI/27 (Item 4 from file: 148)

DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Values driving decisions in questionable purchasing situations.

19/TI/28 (Item 5 from file: 148)

DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

The influence of coworker feedback on salespeople. (includes appendix)

19/TI/29 (Item 6 from file: 148)

DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Changing media consumption in a new home: acculturation patterns among Hong Kong immigrants to Canada. (Special Issue on International Advertising)

19/TI/30 (Item 7 from file: 148)

DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Customer crunching. (database marketing) (includes related article) (The New Consumer Revolution)

19/TI/31 (Item 8 from file: 148)

DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

CD-ROM: a review of the 1992 literature. (CD-ROM Librarian) (includes bibliography) (Industry Overview)

19/TI/32 (Item 9 from file: 148)

DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

A small arts organisation's approach to market research. (Market Research

and the Arts)

19/TI/33 (Item 10 from file: 148)

DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Encoding and retrieval of ad affect in memory.

19/TI/34 (Item 11 from file: 148)

DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Department stores: a gourmet approach. (food marketing) (Class of Trade)

19/TI/35 (Item 12 from file: 148)

DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

"To triumph before feminine taste": bourgeois women's consumption and hand
methods of production in mid-nineteenth century Paris.

?

26/TI/1 (Item 1 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Is your satisfaction survey creating dissatisfied customers?

26/TI/2 (Item 2 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Reflections in the reader mirror

26/TI/3 (Item 3 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Increasing survey response rates: Practical instructions from the total-design method

26/TI/4 (Item 4 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Ethnocentric tendencies, marketing strategy and import purchase behavior

26/TI/5 (Item 5 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Fax attracts

26/TI/6 (Item 6 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Privatization of public-assembly-facility management

26/TI/7 (Item 7 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Wood material use in the U.S. furniture industry: 1990 to 1992

26/TI/8 (Item 8 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Multiple Prior Notifications, Personalization, and Reminder Surveys: Do They Have an Effect on Survey Response Rates?

26/TI/9 (Item 1 from file: 16)
DIALOG(R)File 16:(c) 2000 The Gale Group. All rts. reserv.

'WE CAN DO BETTER'

26/TI/10 (Item 1 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Profiting from customer-driven quality at Amoco Corporation.

26/TI/11 (Item 2 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

The impact of topic interest on mail survey response behavior.

26/TI/12 (Item 3 from file: 148)

DIALOG(R) File 148:(c)2000 The Gale Group. All rts. reserv.

Survey research in technical communication: designing and administering questionnaires. (Special Issue: Research in Technical Communication)

26/TI/13 (Item 4 from file: 148)

DIALOG(R) File 148:(c)2000 The Gale Group. All rts. reserv.

Novelty, complexity, and importance as causal determinants of industrial buyer behavior.

26/TI/14 (Item 5 from file: 148)

DIALOG(R) File 148:(c)2000 The Gale Group. All rts. reserv.

Norelco: ready to recharge; can the new CEO who once pitched Tide for P&G turn this sales driven small electrics supplier into a marketing machine? (John Beggs) (company profile)

26/TI/15 (Item 6 from file: 148)

DIALOG(R) File 148:(c)2000 The Gale Group. All rts. reserv.

Three ways to test your new pay plan. (column)

?

26/3,K/3 (Item 3 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
(c) 2000 Bell & Howell. All rts. reserv.

01073040 97-22434

Increasing survey response rates: Practical instructions from the total-design method

Paxson, M Chris

Cornell Hotel & Restaurant Administration Quarterly v36n4 PP: 66-73 Aug 1995

ISSN: 0010-8804 JRNL CODE: CHR

WORD COUNT: 3593

...ABSTRACT: overcome and hard to work around. Research studies on mail surveys suggest 5 factors that are most effective in increasing response rates in public opinion **surveys**: saliency, sponsorship, **follow-up**, **incentives**, and personalization. Steps that have worked to ensure favorable response rates including: 1. addressing the cover letter to an individual, 2. making the questionnaire clear...

...TEXT: in the same community at about the same time. Both asked respondents to estimate the percentage of their customers located in one geographic region. The **first survey**, with a response rate of 18 percent, concluded that 89 percent of their customers were located in the region. The second survey, with a response...

... response rate for the second survey, its conclusions would be more reliable than those of the first, and the difference could affect a firm's **marketing** strategy. The second survey provides an important clue that in the **first survey** a disproportionate number of managers answered whose perspective on the market was a local one.

A second reason for concern about low response rates is...or expertise

* Importance of participation

Explain that each reply will enhance the value of the results and therefore benefit the industry

* Who is sponsoring the **survey**

Identify the **primary** sponsor as a way to increase the survey's credibility and importance

* Purpose and benefits of the study

Describe why such a study is important...

... Cornell Hotel and Restaurant Administration Quarterly, Vol. 35, No. 6 (December 1994), pp. 47-57; R.A. Bell, "Corporate Travel-Management Trends--Implications for Hotel-**Marketing** Strategies," Cornell Hotel and Restaurant Administration Quarterly, Vol. 34, No. 2 (April 1993), pp. 30-39; and N.E. Brown and S.A. Rolle, "Tips...4 (1982), pp. 550-553; and J. Yu and H. Cooper, "A Quantitative Review of Research Design Effects on Response Rates to Questionnaires," Journal of **Marketing** Research, Vol. 20, No. 1 (1983), pp. 36-44.

7 Dillman, p. 16.

8 T.A. Heberlein and R.M. Baumgartner, "Factors Affecting Response Rates...

... 1970), pp. 273-277; and M.J. Houston and R.W. Jefferson, "The Negative Effects of Personalization on Response Patterns in Mail Surveys," Journal of **Marketing** Research, Vol. 12, No. 1 (1975), pp. 114-117.

13 Don A. Dillman, Ph.D., is the director of the Social and Economic Sciences Research...

26/3,K/7 (Item 7 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2000 Bell & Howell. All rts. reserv.

00751935 94-01327

Wood material use in the U.S. furniture industry: 1990 to 1992

Forbes, Craig L; Sinclair, Steven A; Luppold, William G
Forest Products Journal v43n7,8 PP: 59-65 Jul/Aug 1993
ISSN: 0015-7473 JRNL CODE: FPJ
WORD COUNT: 3284

...TEXT: of U.S. manufacturers of wood household, upholstered, and wood office furniture. The sample used was a combination of a list provided by Dun's **Marketing** (1) and the Furniture Design and Manufacturing "FDM 300"(2) listing (5). To get maximum coverage of the largest users of wood materials, all firms...

...in March 1991.

RESPONSE RATE

Several treatments were used to increase response rates, including: personalized, hand-signed pre-notification letters and cover letters, a small **gift** of appreciation included with the **questionnaires**, hand-signed **follow - up** postcards, and one or two follow-up questionnaires. Such practices have been shown to increase response rates (2,3). Treatments and final response rates for...

... thus a comparison of early respondents to late respondents would give results similar to a test of respondents versus non-respondents. Data from approximately the **first** 180 **surveys** received and the last 180 surveys received were tested for non-response bias.

Response rates and adjusted volumes were computed for each group of respondents...The Total Design Method. John Wiley & Sons. Inc. N.Y.

3. Duhan, D.F. and RD. Wilson. 1990. Pre-notification and industrial survey responses. Indus. **Marketing** Management 19(2):95105.

4. Fowler, Jr., F.J. 1984. Survey Research Methods. Sage Publications, Inc. Beverly Hills, Calif.

5. Furniture Design and Manufacturing. 1990...Manufactures. Office, Public Buildings. and Miscellaneous Furniture: Office and Store Fixtures. Series MC87-I-25B(P). USDC-BOC. Washington. D.C.

(REFERENCES)

(1) Dun's **Marketing** Services, Inc. Parsippany, N.J.

(2) FDM 300 is the Furniture Design and Manufacturing annual listing of the largest manufacturers or furniture, cabinets, architectural woodwork...

...used under the SIC code of the firm's primary product.

The authors are, respectively, Graduate Research Assistant and Professor (deceased), Center for Forest Products **Marketing**, Dept. of Wood Sci. and Forest Products, Virginia Tech, Blackburg VA 24061-0503, and Project Leader, USDA Forest Service, Rt. 2 Box 562-B, Princeton...

... their appreciation for financial support provided by the USDA Northeastern Forest Expt. Sta., Hardwood Manufacturers Assoc., and the members of the Center for Forest Products **Marketing**. This paper was received for publication in December 1992.

26/3,K/11 (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2000 The Gale Group. All rts. reserv.

07605850 SUPPLIER NUMBER: 16435776 (USE FORMAT 7 OR 9 FOR FULL TEXT)

The impact of topic interest on mail survey response behavior.

Martin, Charles L.

Journal of the Market Research Society, v36, n4, p327(12)

Oct, 1994

ISSN: 0025-3618 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 4715 LINE COUNT: 00397

... lacking in methodological rigour. Some studies are limited in that they probe opinions and intentions, rather than actual response behaviour. For example, a survey of **marketing** research professionals found that researchers believed that respondents' degree of interest in the survey topic was the most important single reason for response (IMRA 1967...the generalisability of the survey questions from bowling centres to restaurants.

Table 1 summarises the demographic characteristics of the survey respondents who responded to the **first** wave of **survey questionnaires**. Due to differential follow-up efforts used to encourage participation from non-respondents in each experimental group, reported findings in this study are based solely upon the responses to the **initial** mailing of the **survey**. However, to investigate the possibility of non-response bias, subsequent analyses of classificational and product use variables found no statistically significant differences -- in either experimental group -- between the responses to the **first** wave of **questionnaires** and those obtained in the follow-up process. The table also indicates that no statistically significant relationships were found between these characteristics and relative response...two interrelated measures of response consistency were examined using the 19-item customer compatibility scale found on the second page of both versions of the **survey**.

First, with ten of the nineteen items reverse-scored, one might expect the scale score variance for apathetic or inattentive respondents to be greater than the...self-select, a bias would be created if self-selection were allowed.

* To reduce non-response bias, use methods known to increase response rates, eg, **follow-up** waves of **questionnaires**, monetary **incentives**, and prenotification. However, to reduce response biases, avoid **incentives** or appeals that might disproportionately entice higher-interest sample members to respond. For example, a coupon redeemable for a free consumer item probably would be...

...participants tend to be high-involvement bowling enthusiasts.

References

ARMSTRONG, J SCOTT & OVERTON, TERRY, S (1977). Estimating non-response bias in mail surveys. Journal of **Marketing** Research, 14, 396-402.

BAUR, E JACKSON (1947). Response bias in a mail survey. Public Opinion Quarterly, 11, 594-600.

BRADT, KENNETH (1955). The usefulness...

...IMRA (1967). Postal Questionnaires. Lichfield, England: Industrial Market Research Association.

KANUK, LESLIE & BERENSON, CONRAD (1975). Mail surveys and response rates: a literature review. Journal of **Marketing** Research, 12, 440-453.

LARSON, RICHARD F & CATTON, WILLIAM R. (1959). Can the mail-back bias contribute to a study's validity? American Sociological Review...

...in attitudes toward and participation in survey research. Public Opinion Quarterly, 50, 17-26.

SCHLOSSBERG, HOWARD (1991). Even amid controversy, Bryant finds census work enjoyable. **Marketing** News, 25, 7, 2.

SCOTT, CHRISTOPHER (1961). Research on mail surveys. Journal of the Royal Statistical Society, Series A (General), 124, 143-205.

SHUTTLEWORTH, FRANK...Image Study. Indianapolis, IN: Walker Research.

YU, JULIE & COOPER, HARRIS (1983). A quantitative review of research design effects on response rates to questionnaires. Journal of **Marketing Research**, 20, 36-44.

WHITEHEAD, JOHN C (1991). Environmental interest group behavior and self-selection bias in contingent valuation mail surveys. *Growth & Change*, 22, 1, 10-21.

ZIKMUND, WILLIAM G (1989). Exploring **Marketing Research**, 3rd ed, Chicago, IL: Dryden Press.

* FIGURE 1 Hypothetical study illustrating the potential hazards of non-response and response biases

The hypothetical study

One...

INDUSTRY CODES/NAMES: ADV Advertising, **Marketing** and Public Relations

...

26/3,K/12 (Item 3 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2000 The Gale Group. All rts. reserv.

06203785 SUPPLIER NUMBER: 13539700 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Survey research in technical communication: designing and administering questionnaires. (Special Issue: Research in Technical Communication)
Plumb, Carolyn; Spyridakis, Jan H.
Technical Communication, v39, n4, p625(14)
Nov, 1992
ISSN: 0049-3155 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 8531 LINE COUNT: 00701

... of goals of researchers is broad. This section presents some examples of goals, accompanying research questions, and specific survey questions of interest to technical communicators.

Survey researchers must **first** consider a study's goal, which answers the question, "What am I going to do with the information I collect?" Many researchers want to know...who have not; or, if the researcher has linked names and addresses to the questionnaires, follow-ups can be sent only to nonrespondents. Sending a **second** copy of the **questionnaire** can further improve response rates |11

Incentives

Research on the effects of monetary incentives (\$0.25-\$1.00) on response rates for mailed questionnaires has revealed that incentives do improve response rates...its iteration should be to elicit the same responses. Alternatively, the same questionnaire can be readministered to a pilot group a few weeks after the **initial questionnaire**. The answers to the original questions and the subsequent questions can be correlated.

Validity refers to the degree to which the survey actually measures what...What are the three biggest obstacles to the success of a collaborative writing project?

(List the obstacles in order of importance, with the most important **first**.)

BIBLIOGRAPHY ON **SURVEY** RESEARCH

Belsen, W.A. The Design and Understanding of Survey Questions. London: Gower, 1981.

Berdie, D.R., Anderson, J.F., and Niebuhr, M.A. Questionnaire...

...New York: Wiley-Interscience, 1978).

5. J. Yu and H. Cooper, "A Quantitative Review of Research Design Effects on Response Rates to Questionnaires," Journal of **Marketing Research** 20 (1983): 36-44.

6. D.P. LaBrecque, "A Response Rate Experiment Using Mail Questionnaires," Journal of **Marketing** 42 (1978): 82-83.

7. B.W. Tuckman, Conducting Educational Research, 3rd ed. (San Diego: Harcourt Brace Jovanovich, 1988).

8. T.A. Heberlein and R...

32/TI/1 (Item 1 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Winning the pizza wars with interactive kiosks

32/TI/2 (Item 2 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Polish your credit union's image

32/TI/3 (Item 3 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Rekindling the Spirit at Blue Cross/Blue Shield

32/TI/4 (Item 4 from file: 15)
DIALOG(R)File 15:(c) 2000 Bell & Howell. All rts. reserv.

Test Marketing: Picking Panel Members to Pass Judgment

32/TI/5 (Item 1 from file: 16)
DIALOG(R)File 16:(c) 2000 The Gale Group. All rts. reserv.

UNIVERSITIES CUT COSTS WITH CHIP CARDS. (Brief Article)

32/TI/6 (Item 1 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Big winners in the Itty Bitty Weed Contest. (Successful Farming's Itty Bitty Weed Identification Contest)

32/TI/7 (Item 2 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

Back to the future with a database; Plaza Players Club brings people into mall, information to managers. (customer retention program at The Plaza in West Covina, California)

32/TI/8 (Item 3 from file: 148)
DIALOG(R)File 148:(c)2000 The Gale Group. All rts. reserv.

The new magicians of market research. (Information Resources Inc.)
?

File 9:Business & Industry(R) Jul/1994-2000/Aug 18
 (c) 2000 Resp. DB Svcs.
 File 623:Business Week 1985-2000/Aug W1
 (c) 2000 The McGraw-Hill Companies Inc
 File 810:Business Wire 1986-1999/Feb 28
 (c) 1999 Business Wire
 File 624:McGraw-Hill Publications 1985-2000/Aug 17
 (c) 2000 McGraw-Hill Co. Inc
 File 813:PR Newswire 1987-1999/Apr 30
 (c) 1999 PR Newswire Association Inc
 File 636:Gale Group Newsletter DB(TM) 1987-2000/Aug 18
 (c) 2000 The Gale Group
 File 621:Gale Group New Prod.Annou.(R) 1985-2000/Aug 17
 (c) 2000 The Gale Group
 File 20:World Reporter 1997-2000/Aug 18
 (c) 2000 The Dialog Corporation plc

Set	Items	Description
S1	698203	SURVEY?? OR QUESTIONNAIRE?? OR POLL??
S2	36107	S1(3N) (FIRST OR INITIAL OR PRELIMINARY OR QUALIF? OR SIGN(- W)UP OR PRIMARY OR OPENING OR INTRODUCT???)
S3	19243	S1(3N) (SECOND??? OR ADDITIONAL OR FOLLOW(W)UP OR BONUS OR - ANOTHER OR REFOCUSED OR RE(W)FOCUSED OR MORE(W)DETAILED OR SE- RIES OR SET OR SUBSEQUENT OR SUCCEEDING OR EXTRA OR BONUS OR - SUCCESSIVE OR ENSUING)
S4	673841	REWARD?? OR PRIZE?? OR GIFT?? OR INCENTIVE??
S5	91050	S4(3N) (RECEIV??? OR SENT OR GET????? OR WIN????? OR COLLECT?- ?? OR PICK??(W)UP OR GIVEN OR MAILED)
S6	85716	S4(3N) (CLAIM??? OR RECEIV??? OR OBTAIN??? OR GET????? OR WI- N????? OR COLLECT??? OR PICK??(W)UP)
S7	365833	(I(W)D OR IDENTIFICATION) (W)CARD?? OR PROOF OR TICKET?? OR STUB??
S8	29	S3(S)S5
S9	22	RD (unique items)
S10	5	S9 NOT PY=1998:2000
S11	190	S3 AND S5
S12	3213064	MARKETING OR PAID(W)SURVEY?? OR (INCENTIVE OR REWARD??) (W)- PROGRAM?? OR LOYALTY OR RESPONDENT??
S13	120	S11 AND S12
S14	95	RD (unique items)
S15	43	S14 NOT PY=1998:2000
S16	40	S15 NOT S10
S17	23	S16 AND MARKETING
S18	23	S2 AND S3 AND S5
S19	16	S18 NOT (S17 OR S9)
S20	14	RD (unique items)
S21	73	PAID(W)SURVEY??
S22	3	S3 AND S21
S23	18	RD S21 (unique items)
S24	11	S23 NOT PY=1998:2000
S25	9	S24 NOT S22
S26	28	TESTNOW
S27	23	S1 AND S26
S28	13	RD (unique items)
S29	0	S3 AND S28
S30	0	S5 AND S28
S31	5	S6(S) ((I(W)D OR IDENTIFICATION) (W)CARD??)
S32	29	S6 AND (I(W)D OR IDENTIFICATION) (W)CARD??
S33	22	RD (unique items)
S34	19	S33 NOT S31
S35	9	S34 NOT PY=1998:2000
?		

10/TI/1 (Item 1 from file: 9)
DIALOG(R)File 9:(c) 2000 Resp. DB Svcs. All rts. reserv.

Methodology

10/TI/2 (Item 1 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

Today Is Amnesty Day For Procrastinators On Excite

10/TI/3 (Item 2 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

Excite Declares Dec. 22 Amnesty Day for Procrastinators

10/TI/4 (Item 3 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

**Radisson Hotels on the East Coast to Offer Special Perks: Smart Traveler
Bonuses from AT&T Wireless Services, Northwest Airlines and Radisson
Hotels Worldwide**

10/TI/5 (Item 1 from file: 636)
DIALOG(R)File 636:(c) 2000 The Gale Group. All rts. reserv.

**TEENS USE CELLULAR PHONES TO STAY IN TOUCH WITH PARENTS
?**

17/TI/1 (Item 1 from file: 9)
DIALOG(R)File 9:(c) 2000 Resp. DB Svcs. All rts. reserv.

EMI Classics Mines Vaults To Mark 100

17/TI/2 (Item 2 from file: 9)
DIALOG(R)File 9:(c) 2000 Resp. DB Svcs. All rts. reserv.

Public Believes Research is Useful

17/TI/3 (Item 3 from file: 9)
DIALOG(R)File 9:(c) 2000 Resp. DB Svcs. All rts. reserv.

Case-Ready, Set, Go?

17/TI/4 (Item 4 from file: 9)
DIALOG(R)File 9:(c) 2000 Resp. DB Svcs. All rts. reserv.

Dining a la Buick

17/TI/5 (Item 1 from file: 623)
DIALOG(R)File 623:(c) 2000 The McGraw-Hill Companies Inc. All rts. reserv.

WHAT'S THIS--CAR DEALERS WITH SOULS?: Forget the hard sell. Auto makers
want satisfied customers, and customers want to quit haggling

17/TI/6 (Item 1 from file: 810)
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

SKYTEL INTRODUCES SKYWORD PLUS; Service offers enhanced functionality
without sacrificing ease of use

17/TI/7 (Item 2 from file: 810)
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

Business Wire Recap

17/TI/8 (Item 1 from file: 624)
DIALOG(R)File 624:(c) 2000 McGraw-Hill Co. Inc. All rts. reserv.

Direct load-control points to reach 4.6-million by 1995

17/TI/9 (Item 2 from file: 624)
DIALOG(R)File 624:(c) 2000 McGraw-Hill Co. Inc. All rts. reserv.

Lighting budgets expand, but face a dilemma

17/TI/10 (Item 3 from file: 624)
DIALOG(R)File 624:(c) 2000 McGraw-Hill Co. Inc. All rts. reserv.

WHAT'S THIS--CAR DEALERS WITH SOULS?: Forget the hard sell. Auto makers
want satisfied customers, and customers want to quit haggling

17/TI/11 (Item 1 from file: 813)

DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

Voting Begins Today for MovieFone's Second Annual American Moviegoer Awards

17/TI/12 (Item 2 from file: 813)

DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

Shorter Holiday Shopping Season Leads to Creative Promotions

17/TI/13 (Item 3 from file: 813)

DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

GOLDMAIL(SM) ANNOUNCES CHARTER ADVERTISERS

17/TI/14 (Item 4 from file: 813)

DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

ISN'T IT ROMANTIC? SURVEY FINDS ROMANCE IS STILL ALIVE AND WELL IN AMERICA

17/TI/15 (Item 5 from file: 813)

DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

CORPORATE GIFT GIVING ON THE RISE; GIFT-GIVING EXPERT, AUTHOR OFFERS TIPS FOR CORPORATE GIVERS

17/TI/16 (Item 1 from file: 636)

DIALOG(R)File 636:(c) 2000 The Gale Group. All rts. reserv.

Clinton Cuts A Threat to Growth of Medicare HMOs?

17/TI/17 (Item 2 from file: 636)

DIALOG(R)File 636:(c) 2000 The Gale Group. All rts. reserv.

NOTICES: Public Believes Research Is Useful

17/TI/18 (Item 3 from file: 636)

DIALOG(R)File 636:(c) 2000 The Gale Group. All rts. reserv.

Sign Of The lime: The Push To Get More Merchants To Promote POS

17/TI/19 (Item 4 from file: 636)

DIALOG(R)File 636:(c) 2000 The Gale Group. All rts. reserv.

INDUSTRY GEARS UP FOR ACCELERATED DEPLOYMENT OF 888 TOLL FREE CODE

17/TI/20 (Item 5 from file: 636)

DIALOG(R)File 636:(c) 2000 The Gale Group. All rts. reserv.

SITE SPONSORSHIP MADE FUN AND GAMES

17/TI/21 (Item 6 from file: 636)

DIALOG(R)File 636:(c) 2000 The Gale Group. All rts. reserv.

Marketing Moves: Direct Marketing to New Residents Can Pay Off With

Transit Converts

17/11/22 (Item 7 from file: 636)

DIALOG(R)File 636:(c) 2000 The Gale Group. All rts. reserv.

EXXON DEALERS TURN CRITICS

17/11/23 (Item 8 from file: 636)

DIALOG(R)File 636:(c) 2000 The Gale Group. All rts. reserv.

Small Companies: Premier Allergy

?

20/TI/1 (Item 1 from file: 810)

DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

Retailers are feeling optimistic about holiday sales; Consumers, on the other hand, say they plan to spend less this year, according to annual holiday "Mood" Survey

20/TI/2 (Item 2 from file: 810)

DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

First EPSON Home Technology Poll by Gallup details trends of home computer users

20/TI/3 (Item 1 from file: 813)

DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

GEORGIA EMTs COMPETE FOR STATE TITLE

20/TI/4 (Item 1 from file: 636)

DIALOG(R)File 636:(c) 2000 The Gale Group. All rts. reserv.

More Consumers Jump On The Prepaid Bandwagon.

20/TI/5 (Item 2 from file: 636)

DIALOG(R)File 636:(c) 2000 The Gale Group. All rts. reserv.

3M Provides Meeting Resources Online - And 3M Tools

20/TI/6 (Item 3 from file: 636)

DIALOG(R)File 636:(c) 2000 The Gale Group. All rts. reserv.

CHINA: FIRST FARM SURVEY CRUCIAL TO FOOD SECURITY

20/TI/7 (Item 1 from file: 621)

DIALOG(R)File 621:(c) 2000 The Gale Group. All rts. reserv.

Cogit.com, ICONOCAST and iQ.COM Want to Get You in Bed.

20/TI/8 (Item 2 from file: 621)

DIALOG(R)File 621:(c) 2000 The Gale Group. All rts. reserv.

National Survey and One of the Nation's Newest Millionaires Reveal What People Will Do When They Win a Fortune.

20/TI/9 (Item 1 from file: 20)

DIALOG(R)File 20:(c) 2000 The Dialog Corporation plc. All rts. reserv.

How they win in the pension fund stakes; Business Focus

20/TI/10 (Item 2 from file: 20)

DIALOG(R)File 20:(c) 2000 The Dialog Corporation plc. All rts. reserv.

COVER STORY: TAIWAN: SEISMIC CHANGES: Chen Shui-bian will try to make peace with China and maneuver through a new political landscape. Is he up to the challenges?

20/TI/11 (Item 3 from file: 20)

DIALOG(R)File 20:(c) 2000 The Dialog Corporation plc. All rts. reserv.

spendthrift, according to a national survey commissioned by Wards, which

20/TI/12 (Item 4 from file: 20)

DIALOG(R)File 20:(c) 2000 The Dialog Corporation plc. All rts. reserv.

District Multiple Sclerosis club:

20/TI/13 (Item 5 from file: 20)

DIALOG(R)File 20:(c) 2000 The Dialog Corporation plc. All rts. reserv.

JAPAN: Survey: Ishihara an early front-runner

20/TI/14 (Item 6 from file: 20)

DIALOG(R)File 20:(c) 2000 The Dialog Corporation plc. All rts. reserv.

OFFICE OF PUBLIC SERVICE / CABINET SECRETARY ANNOUNCES AWARD WINNING GOVT
AGENCIES (812)
?

35/TI/1 (Item 1 from file: 9)
DIALOG(R)File 9:(c) 2000 Resp. DB Svcs. All rts. reserv.

AT&T and Rolling Stone Dial Up College Student Promo

35/TI/2 (Item 1 from file: 810)
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

Business Wire Recap

35/TI/3 (Item 2 from file: 810)
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

Hilton to offer \$1 million in instant travel gifts daily in new effort to attract frequent and occasional travelers

35/TI/4 (Item 1 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

Elektra and Serfin Launch An Innovative Savings Plan Through Our Store Network

35/TI/5 (Item 2 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

SEPTA JOINS HEALTH AND ENVIRONMENTAL AGENCIES TO ENCOURAGE COMMUTING WITHOUT POLLUTING ON MAY 19

35/TI/6 (Item 3 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

IPA ANNUAL CONVENTION OPENS AT HYATT REGENCY

35/TI/7 (Item 4 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

LITTLE WINS BIG, CLAIMS \$7.5 MILLION IN LOTTO 48

35/TI/8 (Item 1 from file: 636)
DIALOG(R)File 636:(c) 2000 The Gale Group. All rts. reserv.

Cutting Down The Deficit By Cutting Out Paper Claims

35/TI/9 (Item 2 from file: 636)
DIALOG(R)File 636:(c) 2000 The Gale Group. All rts. reserv.

GUATEMALA: FEARS OF REBEL INFILTRATION COULD DELAY REPATRIATION
?

35/9/3 (Item 2 from file: 810)
DIALOG(R) File 810:Business Wire
(c) 1999 Business Wire . All rts. reserv.

0028395 BW802

HILTON HOTELS: Hilton to offer \$1 million in instant travel gifts daily in new effort to attract frequent and occasional travelers

November 3, 1986

Byline: Travel Editors & Business Writers
Dateline: Beverly Hills, Calif.
Time: 13:44 PT
Word Count: 675

In an unprecedented effort to attract the occasional traveler as well as the frequent flyer, Hilton will provide \$1 million in instant travel gifts daily, and distribute them to every guest, everyday, beginning Jan. 1, 1987.

A wide range of travel gifts -- from a year's unlimited travel on United Airlines and TWA, free Cunard Cruises and free stays at Hilton, to discounts for airline tickets, Cunard cruises, Hertz car rentals and Hilton rooms, food and beverage -- will be presented to every Hilton guest through the end of April every time they check out.

Each guest will **receive** a **gift** with an average value of \$50 for each night they stayed in the hotel. The program will be known as Hilton's Instant \$1 Million-a-Day "Thank You."

"This program is designed to create a new sense of excitement at Hilton and, at last, offer an award program for people who travel less than 10 times a year," said Barron Hilton, chairman and president.

"We are spending a billion dollars to improve the quality of our hotels throughout the United States, and now we're providing a dramatic incentive for travelers of all types to sample the new quality of our facilities and services.

"To show our gratitude for their patronage, we're using this program to say, 'thank you.' "

According to Joseph P. Smyth, senior vice president of marketing, the company's Instant \$1 Million-a-Day "Thank You" is as generous as it sounds -- a million dollars in free and discounted travel given away to Hilton guests everyday.

"Every time our guests check out, they'll **receive** a **gift** card for each night they have stayed with us," he said. "The travel gifts will be divided evenly between discounts on airlines, car rentals, cruises and Hilton rooms, food and beverage.

"We'll continuously give away free tickets to Europe or Hawaii, free Hilton stays, free cruises and a year of unlimited air travel or hotel stays at Hilton."

Smyth estimates that 30,000 guests check out of U.S. Hiltons everyday, and many of them don't travel often enough to earn awards offered by the "frequent traveler games" operated by airlines and hotels.

"By providing substantial travel gifts to every guest, everyday -- instantly -- we hope to encourage even the most occasional business, convention and vacation traveler to sample Hilton's new level of service and hospitality," he said.

"We're also convinced that the value of the gifts will attract the nation's most frequent travelers as well. We are offering 'instant gratification' to the four million business travelers who make 11 or more trips a year, and substantial travel gifts to the 16 million other business people who travel between two and 10 times a year."

Hilton's Instant \$1 Million-a-Day "Thank You" will be offered by participating hotels until April 30, 1987 to build business through the first quarter, and more importantly, to build a data base of business travelers that will serve as the foundation for a long-term travel award program.

"At check-on, guests will receive an application with an **identification card** for free membership in the program," said Deirdre Schumacher, director of business traveler programs.

"At check-out, they will hand in the completed application and **receive a gift card** for each night of their stay. If they stayed three nights, they'll **receive three gifts** . It's that simple, and that generous."

At the conclusion of the instant gift program, Hilton will inaugurate a frequent traveler program where guests' usage of the hotel system will be tracked. Guests will receive special travel awards and preferential services in recognition of the amount of business they do with Hilton.

Hilton is nearing completion of a \$1 billion restoration and expansion program involving more than a dozen of its largest properties. It is also embarking on an aggressive, five-year program of new hotel development that will add 100 properties to its system of 275 U.S. hotels.

By the end of 1991, Hilton will grow from today's total of 100,000 rooms to more than 133,000 rooms.

CONTACT: Hilton Hotels Corp., Beverly Hills
Barbara Sofie, 213/205-4019

?

File 635:Business Dateline(R) 1985-2000/Aug 18
(c) 2000 Bell & Howell

File 570:Gale Group MARS(R) 1984-2000/Aug 18
(c) 2000 The Gale Group

File 146:Washington Post Online 1983-2000/Aug 17
(c) 2000 Washington Post

File 387:The Denver Post 1994-2000/Aug 17
(c) 2000 Denver Post

File 471:New York Times Fulltext-90 Day 2000/Aug 18
(c) 2000 The New York Times

File 492:Arizona Repub/Phoenix Gaz 1986-2000/Aug 09
(c) 2000 Phoenix Newspapers

File 494:St LouisPost-Dispatch 1988-2000/Aug 17
(c) 2000 St Louis Post-Dispatch

File 498:Detroit Free Press 1987-2000/Aug 17
(c) 2000 Detroit Free Press Inc.

File 630:Los Angeles Times 1993-2000/Aug 18
(c) 2000 Los Angeles Times

File 631:Boston Globe 1980-2000/Aug 17
(c) 2000 Boston Globe

File 632:Chicago Tribune 1985-2000/Aug 18
(c) 2000 Chicago Tribune

File 633:Phil.Inquirer 1983-2000/Aug 17
(c) 2000 Philadelphia Newspapers Inc

File 638:Newsday/New York Newsday 1987-2000/Aug 17
(c) 2000 Newsday Inc.

File 640:San Francisco Chronicle 1988-2000/Aug 18
(c) 2000 Chronicle Publ. Co.

File 641:Denver Rky Mtn News Jun 1989-2000/Aug 13
(c) 2000 Scripps Howard News

File 702:Miami Herald 1983-2000/Aug 11
(c) 2000 The Miami Herald Publishing Co.

File 703:USA Today 1989-2000/Aug 17
(c) 2000 USA Today

File 704:(Portland)The Oregonian 1989-2000/Aug 17
(c) 2000 The Oregonian

File 713:Atlanta J/Const. 1989-2000/Aug 18
(c) 2000 Atlanta Newspapers

File 714:(Baltimore) The Sun 1990-2000/Aug 17
(c) 2000 Baltimore Sun

File 715:Christian Sci.Mon. 1989-2000/Aug 14
(c) 2000 Christian Science Monitor

File 725:(Cleveland)Plain Dealer Aug 1991-2000/Aug 13
(c) 2000 The Plain Dealer

File 735:St. Petersburg Times 1989- 2000/Aug 13
(c) 2000 St. Petersburg Times

File 477:Irish Times 1999-2000/Aug 18
(c) 2000 Irish Times

File 710:Times/Sun.Times(London) Jun 1988-2000/Aug 18
(c) 2000 Times Newspapers

File 711:Independent(London) Sep 1988-2000/Aug 18
(c) 2000 Newspaper Publ. PLC

Set	Items	Description
S1	1139609	SURVEY?? OR QUESTIONNAIRE?? OR POLL??
S2	36544	S1(3N)(FIRST OR INITIAL OR PRELIMINARY OR QUALIF? OR SIGN(-W)UP OR PRIMARY OR OPENING OR INTRODUCT???)
S3	27424	S1(3N)(SECOND??? OR ADDITIONAL OR FOLLOW(W)UP OR BONUS OR - ANOTHER OR REFOCUSSED OR RE(W)FOCUSSED OR MORE(W)DETAILED OR SERIES OR SET OR SUBSEQUENT OR SUCCEEDING OR EXTRA OR BONUS OR - SUCCESSIVE OR ENSUING)
S4	1529255	REWARD?? OR PRIZE?? OR GIFT?? OR INCENTIVE??
S5	207764	S4(3N)(RECEIV??? OR SENT OR GET???? OR WIN???? OR COLLECT?-?? OR PICK??(W)UP OR GIVEN OR MAILED)
S6	193445	S4(3N)(CLAIM??? OR RECEIV??? OR OBTAIN??? OR GET???? OR WIN???? OR COLLECT??? OR PICK??(W)UP)

S7	1155046	(I(W)D OR IDENTIFICATION) (W)CARD?? OR PROOF OR TICKET?? OR STUB??
S8	0	AMERICAN (W) CONSUMER (W) OPINION (W) PANEL
S9	28	S3(S)S5
S10	28	RD (unique items)
S11	19	S10 NOT PY=1998:2000
S12	23	S2 AND S3 AND S5
S13	22	S12 NOT S11
S14	22	RD (unique items)
S15	15	S14 NOT PY=1998:2000
S16	5847	S6(S)S7
S17	17138	S7(3N) (PROVID??? OR PRESENT???)
S18	78	S17(S)S6
S19	67	S18 NOT PY=1998:2000
S20	2	S1 AND S19
S21	19	S19 AND (CARD?? OR PROOF OR STUB??)
S22	18	S21 NOT S20
?		

11/TI/1 (Item 1 from file: 635)
DIALOG(R)File 635:(c) 2000 Bell & Howell. All rts. reserv.

Growing Companies

11/TI/2 (Item 1 from file: 570)
DIALOG(R)File 570:(c) 2000 The Gale Group. All rts. reserv.

INCENTIVES IN ACTION: Incentive type: Dealer/Quality

11/TI/3 (Item 1 from file: 630)
DIALOG(R)File 630:(c) 2000 Los Angeles Times. All rts. reserv.

**Community News Focus
DANA POINT
City Seeks 'at Risk' Historic Homes**

11/TI/4 (Item 1 from file: 631)
DIALOG(R)File 631:(c) 2000 Boston Globe. All rts. reserv.

MUSEUMS REAP THE BENEFITS OF CHANGE IN TAX LAW

11/TI/5 (Item 2 from file: 631)
DIALOG(R)File 631:(c) 2000 Boston Globe. All rts. reserv.

PRIZE MAILINGS TOP COMPLAINT LIST

11/TI/6 (Item 3 from file: 631)
DIALOG(R)File 631:(c) 2000 Boston Globe. All rts. reserv.

CARTER, POPE MOST ADMIRER

11/TI/7 (Item 1 from file: 632)
DIALOG(R)File 632:(c) 2000 Chicago Tribune. All rts. reserv.

WHAT'S COOKING CULINARY CLASSES ABOUND IN CHICAGO AREA ETHNIC CLASSES

11/TI/8 (Item 2 from file: 632)
DIALOG(R)File 632:(c) 2000 Chicago Tribune. All rts. reserv.

WHAT STUDENTS REALLY EAT

11/TI/9 (Item 1 from file: 633)
DIALOG(R)File 633:(c) 2000 Philadelphia Newspapers Inc. All rts. reserv.

FASCINATION WITH THE LINDBERGH'S LIVES ON

11/TI/10 (Item 1 from file: 638)
DIALOG(R)File 638:(c) 2000 Newsday Inc. All rts. reserv.

**NEW YORK NEWSDAY COMMUNITY AFFAIRS NEW YORK NEWSDAY NAMES SIX HIGH HONORS
FINALISTS**

11/TI/11 (Item 1 from file: 640)
DIALOG(R)File 640:(c) 2000 Chronicle Publ. Co. All rts. reserv.

PERSONALS

11/TI/12 (Item 1 from file: 702)
DIALOG(R)File 702:(c) 2000 The Miami Herald Publishing Co. All rts. reserv.

MIAMI BEACH NO PENALTY FOR COP WHO HIT SUSPECT IN RAKOW SHOOTING

11/TI/13 (Item 1 from file: 703)
DIALOG(R)File 703:(c) 2000 USA Today. All rts. reserv.

VERSATILE SURHOFF SIGNS WITH ORIOLES

11/TI/14 (Item 1 from file: 713)
DIALOG(R)File 713:(c) 2000 Atlanta Newspapers. All rts. reserv.

FRIENDS, ADMIRERS PAY TRIBUTE TO DOOLEY

11/TI/15 (Item 1 from file: 735)
DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

IN HONOR OF MOM'S DAY, SOME FEMININE FIGURES

11/TI/16 (Item 1 from file: 710)
DIALOG(R)File 710:(c) 2000 Times Newspapers. All rts. reserv.

No matter who wins the Bonn race, taxes will rise; Analysis

11/TI/17 (Item 2 from file: 710)
DIALOG(R)File 710:(c) 2000 Times Newspapers. All rts. reserv.

PRIZES FOR ALL AFTER A DAY OF SEA AND SAKE; POSTCARD FROM JAPAN

11/TI/18 (Item 3 from file: 710)
DIALOG(R)File 710:(c) 2000 Times Newspapers. All rts. reserv.

POLES BACK A DARK HORSE AS WALESA'S GLORY FADES; POLISH ELECTION

11/TI/19 (Item 4 from file: 710)
DIALOG(R)File 710:(c) 2000 Times Newspapers. All rts. reserv.

A SYMPHONY OF LOIRE WINES; EATING OUT
?

15/TI/1 (Item 1 from file: 635)
DIALOG(R)File 635:(c) 2000 Bell & Howell. All rts. reserv.

The 10 best places to work in London

15/TI/2 (Item 1 from file: 570)
DIALOG(R)File 570:(c) 2000 The Gale Group. All rts. reserv.

The Wired Bunch

15/TI/3 (Item 1 from file: 146)
DIALOG(R)File 146:(c) 2000 Washington Post. All rts. reserv.

"They Are Not My Jury" At 35, Susan O'Malley has risen to the top of the pro sports business. She has turned her success into a public fable, a motivational speech. But how much credit has she really earned?

15/TI/4 (Item 1 from file: 630)
DIALOG(R)File 630:(c) 2000 Los Angeles Times. All rts. reserv.

Oldest Cultures Pose Biggest Hurdles to Liberalization
Tradition: Though Confucian and Islamic societies are dabbling in democracy, can token moves lead to reform?
DEMOCRACIES IN PERIL. Hope Turns to Frustration as Wave of Freedom Ebbs.
Third of four parts

15/TI/5 (Item 2 from file: 630)
DIALOG(R)File 630:(c) 2000 Los Angeles Times. All rts. reserv.

Kentucky Governor's Race May Bode Well for Democrats
Elections: Southern votes are closely watched for hints of party leanings.
GOP hoped to continue 1994 tilt, but early returns indicate first loss.

15/TI/6 (Item 1 from file: 638)
DIALOG(R)File 638:(c) 2000 Newsday Inc. All rts. reserv.

THE PEOPLES' RESTAURANT CHOICES LONG ISLANDERS GOT A CHANCE TO RATE LOCAL RESTAURANTS IN THE FIRST ZAGAT GUIDE FOR THE SUBURBS. AND NOW THEIR "REVIEWS" ARE IN

15/TI/7 (Item 2 from file: 638)
DIALOG(R)File 638:(c) 2000 Newsday Inc. All rts. reserv.

THE MARVIN KITMAN SHOW 'FAWLTY TOWERS' - VICTORIOUS! SEE END OF TEXT FOR SIDEBAR: MARVIN KITMAN'S 'FUNNIEST BRITISH SHOW' POLL

15/TI/8 (Item 1 from file: 702)
DIALOG(R)File 702:(c) 2000 The Miami Herald Publishing Co. All rts. reserv.

A CAUTIONARY GUIDE TO POLLS

15/TI/9 (Item 2 from file: 702)
DIALOG(R)File 702:(c) 2000 The Miami Herald Publishing Co. All rts. reserv.

INDIANAPOLIS: NO LONGER A NO-PLACE, IT'S CRAZY ABOUT RACING AND BASKETBALL

15/TI/10 (Item 1 from file: 703)

DIALOG(R)File 703:(c) 2000 USA Today. All rts. reserv.

Series match made in baseball heaven

15/TI/11 (Item 2 from file: 703)
DIALOG(R)File 703:(c) 2000 USA Today. All rts. reserv.

ACROSS THE USA: NEWS FROM EVERY STATE

15/TI/12 (Item 1 from file: 714)
DIALOG(R)File 714:(c) 2000 Baltimore Sun. All rts. reserv.

CHURCHES PREPARE HOLY WEEK, EASTER SERVICES NORTH COUNTY -- LINTHICUM *
FERNDAL * BROOKLYN PARK * PUMPHREY

15/TI/13 (Item 2 from file: 714)
DIALOG(R)File 714:(c) 2000 Baltimore Sun. All rts. reserv.

PENNSYLVANIA VOTE WILL SHOW LITTLE ABOUT CLINTON

15/TI/14 (Item 1 from file: 735)
DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

WHO'S NO. 1? GULF WAR TOPS THE POLL, BUT IT WASN'T THE BEST

15/TI/15 (Item 1 from file: 710)
DIALOG(R)File 710:(c) 2000 Times Newspapers. All rts. reserv.

LEEDS SURVIVE THEIR PUNISHMENT;FOOTBALL;MATCH REPORT
?

15/3,K/2 (Item 1 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2000 The Gale Group. All rts. reserv.

01628321 Supplier Number: 47425484 (USE FORMAT 7 FOR FULLTEXT)

The Wired Bunch

American Demographics, v19, n6, p10

June, 1997

ISSN: 0163-4089

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 2704

... on their demographic characteristics, product use, and computer use; the company draws survey samples from this pool and offers participants cash or the chance to win a **prize**. "Our panel members are usually research virgins," says Cook. "They refuse other forms of research but participate in online research because it's not intrusive...a home-office product, purchased over a short span of years," says Steve Cook. The survey was a complicated, multi-stage process where respondents would **first** fill out a **questionnaire** and then install a computer disk with additional questions. "In six months of telephoning, they spent thousands of dollars and found just a few people...

...your vehicle," says Steve Cook. "We tell our clients that the results may not be projectible, and they need to be aware of the biases."

Another weakness of online **surveys** is the difficulty of verifying to whom you're talking. Stories abound of men

22/TI/1 (Item 1 from file: 635)
DIALOG(R) File 635:(c) 2000 Bell & Howell. All rts. reserv.

Panel to study state incentive deals

22/TI/2 (Item 2 from file: 635)
DIALOG(R) File 635:(c) 2000 Bell & Howell. All rts. reserv.

Higher ed keeps Mercer ahead

22/TI/3 (Item 1 from file: 146)
DIALOG(R) File 146:(c) 2000 Washington Post. All rts. reserv.

Scratching the Lottery Itch

22/TI/4 (Item 2 from file: 146)
DIALOG(R) File 146:(c) 2000 Washington Post. All rts. reserv.

Scratching the Lottery Itch

22/TI/5 (Item 3 from file: 146)
DIALOG(R) File 146:(c) 2000 Washington Post. All rts. reserv.

AROUND THE REGION -P.G. Man Lucky, but Late

22/TI/6 (Item 1 from file: 492)
DIALOG(R) File 492:(c) 2000 Phoenix Newspapers. All rts. reserv.

LOTTO 'WINNER' AT LOSS FOR TICKET SUES FLORIDA IN BID FOR \$6 MILLION

22/TI/7 (Item 1 from file: 494)
DIALOG(R) File 494:(c) 2000 St Louis Post-Dispatch. All rts. reserv.

PUT IT ON THE P.A.

22/TI/8 (Item 2 from file: 494)
DIALOG(R) File 494:(c) 2000 St Louis Post-Dispatch. All rts. reserv.

AB TRIAL HEADS INTO FINAL LEAP

22/TI/9 (Item 1 from file: 631)
DIALOG(R) File 631:(c) 2000 Boston Globe. All rts. reserv.

MADNESS ON SLOPES

22/TI/10 (Item 1 from file: 633)
DIALOG(R) File 633:(c) 2000 Philadelphia Newspapers Inc. All rts. reserv.

'A SHAME' \$5.57 MILLION GOES DOWN UNCLAIMED IN LOTTERY HISTORY

22/TI/11 (Item 2 from file: 633)
DIALOG(R) File 633:(c) 2000 Philadelphia Newspapers Inc. All rts. reserv.

U.N. CHIEF ARRIVES IN MOSCOW

22/TI/12 (Item 1 from file: 641)

DIALOG(R)File 641:(c) 2000 Scripps Howard News. All rts. reserv.

SPORTSHOTS RULES

22/TI/13 (Item 1 from file: 702)

DIALOG(R)File 702:(c) 2000 The Miami Herald Publishing Co. All rts. reserv.

BANKERS SAVE MAN FROM LOTTERY SCAM

22/TI/14 (Item 2 from file: 702)

DIALOG(R)File 702:(c) 2000 The Miami Herald Publishing Co. All rts. reserv.

WHEN YOU MAKE A SUBSTANTIAL GIFT, GIVE THE RECIPIENT DOCUMENTATION

22/TI/15 (Item 3 from file: 702)

DIALOG(R)File 702:(c) 2000 The Miami Herald Publishing Co. All rts. reserv.

IF YOU DIDN'T HAVE TAX SHELTERS, CHANCES ARE YOU WON'T BE AUDITED

22/TI/16 (Item 1 from file: 713)

DIALOG(R)File 713:(c) 2000 Atlanta Newspapers. All rts. reserv.

U.S. has no peer in Nobels

22/TI/17 (Item 1 from file: 735)

DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

LOTTO WINNERS STAKE CLAIM TO RECORD POT

22/TI/18 (Item 1 from file: 710)

DIALOG(R)File 710:(c) 2000 Times Newspapers. All rts. reserv.

Mubarak crusade fails to crush Muslim militants; Egypt

?

File 347:JAPIO Oct 1976-2000/Apr(UPDATED 000816)

(c) 2000 JPO & JAPIO

File 350:DERWENT WPIX 1963-2000/UD=, UM=, & UP=200038

(c) 2000 Derwent Info Ltd

Set	Items	Description
S1	12178	SURVEY?? OR QUESTIONNAIRE?? OR POLL??
S2	173	S1(3N) (FIRST OR INITIAL OR PRELIMINARY OR QUALIF? OR SIGN(- W)UP OR PRIMARY OR OPENING OR INTRODUCT???)
S3	269	S1(3N) (SECOND??? OR ADDITIONAL OR FOLLOW(W)UP OR BONUS OR - ANOTHER OR REFOCUSED OR RE(W) FOCUSED OR MORE(W)DETAILED OR SE- RIES OR SET OR SUBSEQUENT OR SUCCEEDING OR EXTRA OR BONUS OR - SUCCESSIVE OR ENSUING)
S4	303102	REWARD?? OR PRIZE?? OR GIFT?? OR INCENTIVE?? OR PRESENT??
S5	12214	S4(5N) (RECEIV??? OR SENT OR GET????? OR WIN????? OR COLLECT?- ?? OR PICK??(W)UP OR GIVEN OR MAILED)
S6	15125	S4(5N) (CLAIM??? OR RECEIV??? OR OBTAIN??? OR GET????? OR WI- N????? OR COLLECT??? OR PICK??(W)UP)
S7	113540	(I(W)D OR IDENTIFICATION) (W)CARD?? OR PROOF OR TICKET?? OR STUB??
S8	3	S2(S)S4
S9	7	S2 AND S4
S10	4	S9 NOT S8
S11	10	S3 AND S4
S12	32	S1 AND S5
S13	32	S12 NOT (S11 OR S9)
S14	15	S1(S)S5
S15	145	S6 AND S7
S16	102	S6(S)S7
S17	5	S16 AND (I(W)D OR IDENTIFICATION) (W)CARD??
S18	1424	MARKETING OR PAID(W)SURVEY?? OR (INCENTIVE OR REWARD??) (W)- PROGRAM?? OR LOYALTY OR RESPONDENT??
S19	21	S5 AND S18
S20	2	S1 AND S19
?		

8/TI/1 (Item 1 from file: 347)

DIALOG(R)File 347:(c) 2000 JPO & JAPIO. All rts. reserv.

GROUND FAULT POSITION SURVEYING METHOD

8/TI/2 (Item 1 from file: 350)

DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Documentation for building quantity surveying - uses overview document
keyed to construction drawings and referring to detailed documents
specific to particular task

8/TI/3 (Item 2 from file: 350)

DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Digital computer interrupter for real-time control - has inquiry units
and control unit outputs connected to address registers, and decoders to
handle large number of interruptions

?

11/TI/1 (Item 1 from file: 347)
DIALOG(R)File 347:(c) 2000 JPO & JAPIO. All rts. reserv.

RADAR SYSTEM AND RADAR DEVICE USING THE SYSTEM

11/TI/2 (Item 2 from file: 347)
DIALOG(R)File 347:(c) 2000 JPO & JAPIO. All rts. reserv.

METHOD OF JUDGING IN-CONDUIT MULTIPLE REFLECTION SIGNAL IN ULTRASONIC
CONDUIT LINE SURVEYING SYSTEM

11/TI/3 (Item 3 from file: 347)
DIALOG(R)File 347:(c) 2000 JPO & JAPIO. All rts. reserv.

REGULAR TRIANGULAR GEODETIC DATUM POINT BY SPHERICAL TRIANGULAR METHOD IN
SHRINE SITE

11/TI/4 (Item 4 from file: 347)
DIALOG(R)File 347:(c) 2000 JPO & JAPIO. All rts. reserv.

OPTICAL DISK AND OPTICAL DISK REPRODUCING DEVICE

11/TI/5 (Item 1 from file: 350)
DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Survey coordinate transformation method for map-aided navigation system

11/TI/6 (Item 2 from file: 350)
DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Geophone array for seismic prospecting in shallow marine or land
environment - with spike associated with each of multiple sensors for
anchoring in earth and damage-preventing shield

11/TI/7 (Item 3 from file: 350)
DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Measuring coordinates of monitoring or measurement product - using
tachometer, reflecting mirror, and difference between reference signal
and reflected light measurement signal

11/TI/8 (Item 4 from file: 350)
DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Fault checking method for slave device - having master control asserting
control signal for every other poll to cause slave to invert bits in its
response

11/TI/9 (Item 5 from file: 350)
DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Automatic tool grinding machine with computer control - has power
operated swivel to turn holder between angularly related positions for
presenting tool to different grinding units

11/TI/10 (Item 6 from file: 350)
DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Industrial adaptive robot opto-electronic control - has output from image input unit to trigger at input to contour calculator with output converted for command and control units

?

17/TI/1 (Item 1 from file: 350)

DIALOG(R) File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Cart return system for shopping cart in supermarket, has loop oscillator circuit to detect change in inductance of loop which identifies cart return condition, and microcontroller for providing customer code

17/TI/2 (Item 2 from file: 350)

DIALOG(R) File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Thread for forgery prevention paper such as gift certificates, cheques or stock certificates - has an organic solvent fusible type thermoplastic adhesive of predefined glass transition temperature applied as a thin layer in thread shape to both sides of paper layer

17/TI/3 (Item 3 from file: 350)

DIALOG(R) File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Security system for preventing unlawful dispensing of product from vending machine - has processor to calculate user's age from ID card and current date and to compare age to legal purchasing age for determining whether dispensing can be enabled

17/TI/4 (Item 4 from file: 350)

DIALOG(R) File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Automated marketing and gaming system e.g. for state lottery - uses remote computer terminal and data processor for matching certain user indicia with corresp. game indicia

17/TI/5 (Item 5 from file: 350)

DIALOG(R) File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Automated sweepstake-type game using teller machine - uses financial institution remote computer and data processor for matching certain user indicia with corresp. game indicia

?

19/TI/1 (Item 1 from file: 347)

DIALOG(R) File 347:(c) 2000 JPO & JAPIO. All rts. reserv.

SALES METHOD OF COMMODITY

19/TI/2 (Item 1 from file: 350)

DIALOG(R) File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Skill contest providing type subscriber information collection and marketing management system in Internet, tracks received information to allot prizes for best subscriber information apart from referral commission

19/TI/3 (Item 2 from file: 350)

DIALOG(R) File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Beauty parlour multi level marketing system - depicts a multi generation family receiving rewards as participants. NoAbstract

19/TI/4 (Item 3 from file: 350)

DIALOG(R) File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Sales promotion package for product marketing, has advertisement column on both sides and questionnaire and key item entry columns below it, and application column which is provided on different sheets

19/TI/5 (Item 4 from file: 350)

DIALOG(R) File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Marketing method using receipts - involves seller giving the customer receipts, each comprising a copy of main coupon and several secondary coupons with serial number, name of seller, date of sale etc., with secondary coupons entitling the customer to discounts etc

19/TI/6 (Item 5 from file: 350)

DIALOG(R) File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

A reward program administering method e.g. for businesses

19/TI/7 (Item 6 from file: 350)

DIALOG(R) File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Group reward program managing method e.g. for computer applications, point of sale system

19/TI/8 (Item 7 from file: 350)

DIALOG(R) File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Lottery incentive scheme product label manufacture and validation method

19/TI/9 (Item 8 from file: 350)

DIALOG(R) File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Subscriber loyalty reward announcement method for e.g. inter-exchange telephone service provider

19/TI/10 (Item 9 from file: 350)

DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Database marketing information system for mall loyalty reward credit card

19/TI/11 (Item 10 from file: 350)

DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Portable safe for distributing prizes - has thumbwheel for winning participant number selection and counter for prize allocation or operator remote override

19/TI/12 (Item 11 from file: 350)

DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Game of chance for marketing of publication - has at least one page with prize information printed on it and indicia corresponding to prize information with second indicia on mailing label

19/TI/13 (Item 12 from file: 350)

DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Greetings card with gift - has scratch-off area under which message is hidden notifying recipient of gift and how to obtain it

19/TI/14 (Item 13 from file: 350)

DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Data distribution and acquisition system with incentive information available via medium - has incentive coupon data provided to user personal computer via radio or network and printed into coupons after data input with usage reports is formed

19/TI/15 (Item 14 from file: 350)

DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Telecommunications reward provision for member using credit card - involves updating member's reward profile using transaction value generated at point of sale and member file

19/TI/16 (Item 15 from file: 350)

DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Computer system to send commercial information by facsimile - involves sending customers so the information by facsimile transmission in standard format and can pick out services required

19/TI/17 (Item 16 from file: 350)

DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Viewer response method for radio and television broadcasting - has instructional signal modulated onto signal transmitted concurrently with television program to remote stations for storage in memory

19/TI/18 (Item 17 from file: 350)

DIALOG(R)File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Coin- receiving reward device - is formed with coin receiving pockets

in alignment related to time as well as task

19/TI/19 (Item 18 from file: 350)

DIALOG(R) File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Automated marketing and gaming system e.g. for state lottery - uses remote computer terminal and data processor for matching certain user indicia with corresp. game indicia

19/TI/20 (Item 19 from file: 350)

DIALOG(R) File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Remote controlled tracking transmitter for missing vehicle - is activated upon sending out proper transmission signals which are encoded to be distinguishable from other

19/TI/21 (Item 20 from file: 350)

DIALOG(R) File 350:(c) 2000 Derwent Info Ltd. All rts. reserv.

Game having publicity or advertising theme - players find concealed marks, or note differences, in publicity brochures

File 348:European Patents 1978-2000/Aug W02

(c) 2000 European Patent Office

File 349:PCT Fulltext 1983-2000/UB=20000810, UT=20000727

(c) 2000 WIPO/MicroPat

Set	Items	Description
S1	18962	SURVEY?? OR QUESTIONNAIRE?? OR POLL??
S2	685	S1(3N) (FIRST OR INITIAL OR PRELIMINARY OR QUALIF? OR SIGN(- W)UP OR PRIMARY OR OPENING OR INTRODUCT???)
S3	1081	S1(3N) (SECOND??? OR ADDITIONAL OR FOLLOW(W)UP OR BONUS OR - ANOTHER OR REFOCUSED OR RE(W) FOCUSED OR MORE(W) DETAILED OR SE- RIES OR SET OR SUBSEQUENT OR SUCCEEDING OR EXTRA OR BONUS OR - SUCCESSIVE OR ENSUING)
S4	8916	REWARD?? OR PRIZE?? OR GIFT?? OR INCENTIVE??
S5	758	S4(3N) (RECEIV??? OR SENT OR GET????? OR WIN????? OR COLLECT?- ?? OR PICK??(W)UP OR GIVEN OR MAILED)
S6	904	S4(3N) (CLAIM??? OR RECEIV??? OR OBTAIN??? OR GET????? OR WI- N????? OR COLLECT??? OR PICK??(W)UP)
S7	31567	(I(W)D OR IDENTIFICATION) (W)CARD?? OR PROOF OR TICKET?? OR STUB??
S8	0	S2(S)S5
S9	1	S2(S)S4
S10	38	S2 AND S4
S11	16	S10 AND S3
S12	12	S3 AND S5
S13	12	S12 NOT S16
S14	96	S6(S)S7
S15	3	S6(S) ((I(W)D OR IDENTIFICATION) (W)CARD??)
S16	11	S14 AND S1
?		

9/5/1 (Item 1 from file: 349)
DIALOG(R) File 349:PCT Fulltext
(c) 2000 WIPO/MicroPat. All rts. reserv.

00436209

TELECOMMUNICATIONS REWARD METHOD

**PROCEDE POUR EFFECTUER DES RISTOURNES DANS LE DOMAINE DES
TELECOMMUNICATIONS**

Patent Applicant/Assignee:

BURDON Douglas
SMITH Dean Bennett

Inventor(s):

BURDON Douglas
SMITH Dean Bennett

Patent and Priority Information (Country, Number, Date):

Patent: WO 9631848 A2-A3 19961010
Application: WO 96CA198 19960405 (PCT/WO CA9600198)
Priority Application: CA 2142691 19950405

Designated States: AL AM AT AU AZ BB BG BR BY CH CN CZ DE DK EE ES FI GB GE
HU IS JP KE KG KZ LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU
SD SE SG SI SK TR TT UA UG US UZ VN KE LS MW SD SZ UG AM AZ BY KG KZ MD
RU TJ TM AT BE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM
GA GN ML MR NE TG

Main International Patent Class: G07F-007/02;

International Patent Class: G06F-017/60; H04M-017/00;

Publication Language: English

Fulltext Availability:

Detailed Description
Claims

Fulltext Word Count: 13564

English Abstract

A telecommunications reward method provides telecommunications services rewards for purchases made by members. The reward method frequently updates the member's reward profiles so that rewards are virtually instantaneous. The rewards consist of telecommunications services, for example long-distance call minutes or cellular telephone air time, and are easily redeemed. Apparatus for implementing the method includes a high-level control centre and a database management system.

9/3,K/1 (Item 1 from file: 349)
DIALOG(R)File 349:PCT Fulltext
(c) 2000 WIPO/MicroPat. All rts. reserv.

00436209

TELECOMMUNICATIONS REWARD METHOD

**PROCEDE POUR EFFECTUER DES RISTOURNES DANS LE DOMAINE DES
TELECOMMUNICATIONS**

Patent Applicant/Assignee:

BURDON Douglas

SMITH Dean Bennett

Inventor(s):

BURDON Douglas

SMITH Dean Bennett

Patent and Priority Information (Country, Number, Date):

Patent: WO 9631848 A2-A3 19961010

Application: WO 96CA198 19960405 (PCT/WO CA9600198)

Priority Application: CA 2142691 19950405

Designated States: AL AM AT AU AZ BB BG BR BY CH CN CZ DE DK EE ES FI GB GE

HU IS JP KE KG KZ LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU

SD SE SG SI SK TR TT UA UG US UZ VN KE LS MW SD SZ UG AM AZ BY KG KZ MD

RU TJ TM AT BE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM

GA GN ML MR NE TG

Publication Language: English

Fulltext Word Count: 13564

Fulltext Availability:

Detailed Description

Detailed Description

... IVR world.

The beginning steps of a survey or game will include a brief explanation of what it is about. For example, "Partner X will **reward** you with 5 **reward** system units to answer the following **survey**". The **introduction** will also give the caller an option to continue or skip. If the caller chooses to skip the survey or game they simply move on...

?

11/TI/1 (Item 1 from file: 348)

DIALOG(R)File 348:(c) 2000 European Patent Office. All rts. reserv.

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

Interactive call-handling

Anrufbearbeitung mit Wechselwirkung

Traitement d'appel interactif

11/TI/2 (Item 2 from file: 348)

DIALOG(R)File 348:(c) 2000 European Patent Office. All rts. reserv.

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

Method and apparatus for compiling a retail survey with a retail terminal

Verfahren und Vorrichtung zum Erstellen einer Kundendaten-Marktübersicht

mittels eines Verkaufsendgerätes

Procede et appareil de compilation d'un sondage aupres de la clientele du

distributeur au moyens d'un terminal de vente

11/TI/3 (Item 3 from file: 348)

DIALOG(R)File 348:(c) 2000 European Patent Office. All rts. reserv.

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

Microspore-specific promoter from tobacco

Mikrospore-spezifischer Promotor aus Tabak

Promoteur de tabac spécifique de microspore

11/TI/4 (Item 4 from file: 348)

DIALOG(R)File 348:(c) 2000 European Patent Office. All rts. reserv.

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

Interactive system and method

Interaktives System und Verfahren

Systeme et procede interactif

11/TI/5 (Item 5 from file: 348)

DIALOG(R)File 348:(c) 2000 European Patent Office. All rts. reserv.

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

Interactive call-handling

Anrufbearbeitung mit Wechselwirkung

Traitement d'appel interactif

11/TI/6 (Item 6 from file: 348)

DIALOG(R)File 348:(c) 2000 European Patent Office. All rts. reserv.

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

Interactive call-handling.

Anrufbearbeitung mit Wechselwirkung.

Traitement d'appel interactif.

11/TI/7 (Item 1 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

COMPUTER NETWORK BASED SYSTEM AND METHOD FOR COLLECTING AND REPORTING DATA

SYSTEME BASE SUR UN RESEAU INFORMATIQUE ET PROCEDE PERMETTANT DE COLLECTER

DES DONNEES ET DE LES EDITER SOUS FORME D'ETAT

11/TI/8 (Item 2 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

METHOD AND APPARATUS FOR PROVIDING A DISCOUNT TO A CUSTOMER THAT PARTICIPATES IN TRANSACTIONS AT A PLURALITY OF MERCHANTS
PROCEDE ET APPAREIL PERMETTANT D'ACCORDER UNE REDUCTION A UN CLIENT QUI PARTICIPE A DES TRANSACTIONS CHEZ PLUSIEURS COMMERCANTS

11/TI/9 (Item 3 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

METHOD AND APPARATUS FOR COMPUTED RELEVANCE MESSAGING
PROCEDE ET APPAREIL DESTINES A UNE MESSAGERIE PERTINENTE GEREE PAR ORDINATEUR

11/TI/10 (Item 4 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

METHOD AND APPARATUS FOR DETERMINING WHETHER A VERBAL MESSAGE WAS SPOKEN DURING A TRANSACTION AT A POINT-OF-SALE TERMINAL
PROCEDE ET DISPOSITIF PERMETTANT DE VERIFIER QU'UN MESSAGE VERBAL A BIEN ETE PRONONCE PENDANT UNE TRANSACTION A UN TERMINAL DE POINT DE VENTE

11/TI/11 (Item 5 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

METHOD AND APPARATUS FOR ADMINISTERING A SURVEY VIA A TELEVISION TRANSMISSION NETWORK
PROCEDE ET APPAREIL D'APPORT DE SONDAGE PAR L'INTERMEDIAIRE D'UN RESEAU DE TRANSMISSION TELEVISUELLE

11/TI/12 (Item 6 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

PROGRESSIVE WAGERING SYSTEM
SYSTEME DE PARIS PROGRESSIFS

11/TI/13 (Item 7 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

ANSWER COLLECTION AND RETRIEVAL SYSTEM GOVERNED BY A PAY-OFF METER
SYSTEME DE COLLECTE ET DE RECUPERATION DE REPONSES REGI PAR UN COMPTEUR DE PAIEMENT

11/TI/14 (Item 8 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

TELECOMMUNICATIONS REWARD METHOD
PROCEDE POUR EFFECTUER DES RISTOURNES DANS LE DOMAINE DES TELECOMMUNICATIONS

11/TI/15 (Item 9 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

SYSTEM AND METHOD FOR PRECISION DOWNHOLE TOOL-FACE SETTING AND SURVEY MEASUREMENT CORRECTION
SYSTEME ET PROCEDE PERMETTANT D'EFFECTUER AVEC PRECISION LE REGLAGE DE LA FACE DE COUPE DANS UN FOND DE PUIITS ET LA CORRECTION DES MESURES DU RELEVÉ

11/TI/16 (Item 10 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN
RESPONSE TO CUSTOMER SHOPPING HISTORIES
PROCEDE ET SYSTEME DE DISTRIBUTION DE BONS D'ACHAT EN FONCTION DES ACHATS
ANTERIEURS D'UN CLIENT

?

11/3,K/13 (Item 7 from file: 349)
DIALOG(R)File 349:PCT Fulltext
(c) 2000 WIPO/MicroPat. All rts. reserv.

00509456

ANSWER COLLECTION AND RETRIEVAL SYSTEM GOVERNED BY A PAY-OFF METER
SYSTEME DE COLLECTE ET DE RECUPERATION DE REPONSES REGI PAR UN COMPTEUR DE
PAIEMENT

Patent Applicant/Assignee:

ROSSIDES Michael T

Inventor(s):

ROSSIDES Michael T

Patent and Priority Information (Country, Number, Date):

Patent: WO 9710551 A1 19970320

Application: WO 96US14140 19960911 (PCT/WO US9614140)

Priority Application: US 95526497 19950911

Designated States: AM AT AU BB BG BR BY CA CH CN CZ DE DK EE ES FI GB GE HU

IL IS JP KE KG KZ LK LR LT LU LV MD MG MN MW MX NO NZ PL PT RO RU SD SE

SG SI SK TJ TM UG UZ VN KE LS MW SD SZ UG AT BE CH DE DK ES FI FR GB GR

IE IT LU MC NL BF BJ CF CG CI CM GA GN ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 65941

Fulltext Availability:

Detailed Description

Detailed Description

... critical problems of online data bases: what answers (data) to collect and how to collect them. The solution of the invention is to estimate the **reward** for supplying a given answer, and then report this **reward** to users who might be in a position to supply the answer. Basically, the system tells users, "Enter this answer and I project you will..."

...average, it will be supplied by a 1 requestor or by someone a requestor tells of the pay-off. Moreover, this pay-off is an **incentive** to correct or update faulty answers.

Brief Description of Drawings

Figure I shows a flow chart of the basic system.

Figures 2a shows the flow...interested in buying the answer. The problem here is that if Rex knows that an answer is not in the system, he may feel no **incentive** to make an offer or to reject or accept a price. He may feel it is a waste of his time to even bother. Like...s price, Then we cannot be sure if he is rejecting the answer or the price. The problem here is that Rex may feel no **incentive** to explicitly reject the price and no **incentive** to make a counter-offer. He may just not bother expressing any interest explicitly. Like any shopper who sees an item that he wants but...be looked at as investors. They are the "early adopters" who pay the initial higher price, and in some sense deserve to share in the **rewards** of the lower price. They may share to the extent that they even profit. This is a fundamental way of paying for innovation.

Who Makes...pay-off equation for a prospector determines whether or not an answer will be provided. The basic equation, ignoring the evaluation of alternatives, is: (Projected **reward**) - (projected cost) projected profit. Since uncertainty about the competition can wreak havoc with the projected **reward**, it can be crucial for a prospector to find out about, or nullify, the competition.

Two General Approaches

AC takes two general approaches to help...can be granted the reservation should the reserver fail to do so within the time limit.

Fees and Penalties. In order to provide a greater **incentive** to

reservers to fulfill their obligations, AC can assess fees for reservations. Likewise, AC can assess penalties should a reserver fail to fulfill his commitment...of the advantages of AC is that the royalty rules and the POF are infinitely variable. Thus, the system Manager can adjust the rules to **reward** certain actions such as the correcting of answers and the inputting of an initial set of answers.

Chapter 14: Property Rights
Since AC collects answers...

...be made exact. For example, taking the hypothetical poll question above, say someone does a poll and enters the answer. Then say someone else does **another poll** later and enters **another** result. Should the second result be considered a new answer? What if the **second poll** copied the technique of the **first poll** ? What if the **second** result was not from a totally new poll but was a reinterpretation of the first result? What if the **second poll** answer was more accurate but combined new **poll** data with the **first poll** 's data? While realizing that there are no good general rules, we can only say that AC needs to include rules for defining property rights...that chapter is not written up yet.) b. Snitch AC can include a function that enables any user to report plagiarism, and possibly get a **reward** , which possibly can be paid by the offender. The snitch can report the plagiarism to Sue or to a system judge. c. Flip Flop Stopper...

13/TI/1 (Item 1 from file: 348)

DIALOG(R)File 348:(c) 2000 European Patent Office. All rts. reserv.

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

Technique for correlating purchasing behavior of a consumer to advertisements

Technik zur Korrelation des Kaufverhaltens eines Konsumenten mit Werbeeindrucken

Technique de correlation du comportement d'achat d'un consommateur avec son exposition a la publicite

13/TI/2 (Item 2 from file: 348)

DIALOG(R)File 348:(c) 2000 European Patent Office. All rts. reserv.

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

Interactive system and method

Interaktives System und Verfahren

Systeme et procede interactif

13/TI/3 (Item 3 from file: 348)

DIALOG(R)File 348:(c) 2000 European Patent Office. All rts. reserv.

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

Technique for correlating purchasing behaviour of a consumer to advertisements

Technik zur Korrelation des Kaufverhaltens eines Konsumenten mit Werbeeindrucken

Technique de correlation du comportement d'achat d'un consommateur avec son exposition a la publicite

13/TI/4 (Item 1 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

METHOD AND APPARATUS FOR PROVIDING A DISCOUNT TO A CUSTOMER THAT PARTICIPATES IN TRANSACTIONS AT A PLURALITY OF MERCHANTS

PROCEDE ET APPAREIL PERMETTANT D'ACCORDER UNE REDUCTION A UN CLIENT QUI PARTICIPE A DES TRANSACTIONS CHEZ PLUSIEURS COMMERCANTS

13/TI/5 (Item 2 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

TELEVISION MESSAGE SYSTEM

SYSTEME DE MESSAGES TELEVISUELS

13/TI/6 (Item 3 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

PRODUCT DISPENSING APPARATUS AND GAMING SYSTEM

DISTRIBUTEUR DE PRODUITS ET SYSTEME DE JEU

13/TI/7 (Item 4 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

EVALUATION OF RESPONSES OF PARTICIPATORY BROADCAST AUDIENCE WITH PREDICTION OF WINNING CONTESTANTS: MONITORING, CHECKING AND CONTROLLING OF WAGERING, AND AUTOMATIC CREDITING AND COUPONING

EVALUATION DES REPONSES D'AUDITEURS PARTICIPANT A UNE EMISSION RADIODIFFUSEE AVEC PREDICTION DES GAGNANTS PARMI LES PARTICIPANTS: CONTROLE, VERIFICATION ET REGULATION DES PARIS, ET DISTRIBUTION AUTOMATIQUE DE CREDIT ET DE COUPONS

13/TI/8 (Item 5 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

PROGRESSIVE WAGERING SYSTEM
SYSTEME DE PARIS PROGRESSIFS

13/TI/9 (Item 6 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

ANSWER COLLECTION AND RETRIEVAL SYSTEM GOVERNED BY A PAY-OFF METER
SYSTEME DE COLLECTE ET DE RECUPERATION DE REPONSES REGI PAR UN COMPTEUR DE
PAIEMENT

13/TI/10 (Item 7 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

TELECOMMUNICATIONS REWARD METHOD
PROCEDE POUR EFFECTUER DES RISTOURNES DANS LE DOMAINE DES
TELECOMMUNICATIONS

13/TI/11 (Item 8 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

COMPLIANCE INCENTIVES FOR AUDIENCE MONITORING/RECORDING DEVICES
INCITATIONS A SE CONFORMER POUR DISPOSITIFS DE CONTROLE D'ENREGISTREMENT
POUR AUDITOIRE

13/TI/12 (Item 9 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN
RESPONSE TO CUSTOMER SHOPPING HISTORIES
PROCEDE ET SYSTEME DE DISTRIBUTION DE BONS D'ACHAT EN FONCTION DES ACHATS
ANTERIEURS D'UN CLIENT

?

13/3,K/9 (Item 6 from file: 349)
DIALOG(R)File 349:PCT Fulltext
(c) 2000 WIPO/MicroPat. All rts. reserv.

00509456

ANSWER COLLECTION AND RETRIEVAL SYSTEM GOVERNED BY A PAY-OFF METER
SYSTEME DE COLLECTE ET DE RECUPERATION DE REPONSES REGI PAR UN COMPTEUR DE
PAIEMENT

Patent Applicant/Assignee:

ROSSIDES Michael T

Inventor(s):

ROSSIDES Michael T

Patent and Priority Information (Country, Number, Date):

Patent: WO 9710551 A1 19970320

Application: WO 96US14140 19960911 (PCT/WO US9614140)

Priority Application: US 95526497 19950911

Designated States: AM AT AU BB BG BR BY CA CH CN CZ DE DK EE ES FI GB GE HU

IL IS JP KE KG KZ LK LR LT LU LV MD MG MN MW MX NO NZ PL PT RO RU SD SE

SG SI SK TJ TM UG UZ VN KE LS MW SD SZ UG AT BE CH DE DK ES FI FR GB GR

IE IT LU MC NL BF BJ CF CG CI CM GA GN ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 65941

Fulltext Availability:

Detailed Description

Detailed Description

... critical problems of online data bases: what answers (data) to collect and how to collect them. The solution of the invention is to estimate the **reward** for supplying a **given** answer, and then report this reward to users who might be in a position to supply the answer. Basically, the system tells users, "Enter this...be made exact. For example, taking the hypothetical poll question above, say someone does a poll and enters the answer. Then say someone else does **another poll** later and enters **another** result. Should the second result be considered a new answer? What if the **second poll** copied the technique of the first **poll** ? What if the **second** result was not from a totally new poll but was a reinterpretation of the first result? What if the **second poll** answer was more accurate but combined new poll data with the first poll's data? While realizing that there are no good general rules, we...labels, but that chapter is not written up yet.) b. Snitch AC can include a function that enables any user to report plagiarism, and possibly **get a reward** , which possibly can be paid by the offender. The snitch can report the plagiarism to Sue or to a system judge. c. Flip Flop Stopper...

13/5/11 (Item 8 from file: 349)
DIALOG(R) File 349:PCT Fulltext
(c) 2000 WIPO/MicroPat. All rts. reserv.

00373392

**COMPLIANCE INCENTIVES FOR AUDIENCE MONITORING/RECORDING DEVICES
INCITATIONS A SE CONFORMER POUR DISPOSITIFS DE CONTROLE D'ENREGISTREMENT
POUR AUDITOIRE**

Patent Applicant/Assignee:

THE ARBITRON COMPANY

Inventor(s):

BROOKS Jon Randall

JENSEN James M

MCCONOCHE Roberta M

OSBORN Susan V

PEARL Amy E

SCHMIDT Carole M

SEILER Ann B

STOWELL Carol P

WHITE Thomas W

WONG Wylie

Patent and Priority Information (Country, Number, Date):

Patent: WO 9504430 A1 19950209

Application: WO 94US7746 19940712 (PCT/WO US9407746)

Priority Application: US 93101558 19930802

Designated States: AU CA FI JP KR NO NZ AT BE CH DE DK ES FR GB GR IE IT LU
MC NL PT SE

Main International Patent Class: H04N-007/16;

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 12517

English Abstract

A system and method are provided for promoting use by an audience member of a portable broadcast exposure monitoring and/or recording device (100) in accordance with a predetermined usage criterion. A sense signal (134, 136, 138) is provided indicating whether the device is being carried with the person of the audience member, and a time signal (118) corresponding with the sense signal is also provided. An indication (142, 144, 146, 148) to the audience member of whether the audience member's usage of the device has been in accordance with the predetermined usage criterion is provided based on the sense signal and the corresponding time signal.

13/3,K/11 (Item 8 from file: 349)
DIALOG(R)File 349:PCT Fulltext
(c) 2000 WIPO/MicroPat. All rts. reserv.

00373392

COMPLIANCE INCENTIVES FOR AUDIENCE MONITORING/RECORDING DEVICES
INCITATIONS A SE CONFORMER POUR DISPOSITIFS DE CONTROLE D'ENREGISTREMENT
POUR AUDITOIRE

Patent Applicant/Assignee:

THE ARBITRON COMPANY

Inventor(s):

BROOKS Jon Randall

JENSEN James M

MCCONOCHE Roberta M

OSBORN Susan V

PEARL Amy E

SCHMIDT Carole M

SEILER Ann B

STOWELL Carol P

WHITE Thomas W

WONG Wylie

Patent and Priority Information (Country, Number, Date):

Patent: WO 9504430 A1 19950209

Application: WO 94US7746 19940712 (PCT/WO US9407746)

Priority Application: US 93101558 19930802

Designated States: AU CA FI JP KR NO NZ AT BE CH DE DK ES FR GB GR IE IT LU
MC NL PT SE

Publication Language: English

Fulltext Word Count: 12517

Fulltext Availability:

Detailed Description

Detailed Description

... the device with her or his person at a particular time or whose monitoring device was recharging after being carried. To further motivate compliance with **survey** procedures, such a **bonus incentive** may be **given** on the condition that the monitoring device is coupled to the docking station during a predetermined time after the centralized facility has been enabled by...at step 642 the data transfer system downloads information to the monitoring device. In certain embodiments, messages to be displayed to the audience member, including **reward** messages **received** from the centralized facility, are downloaded to the monitoring device 100 at this time.

The device 100 displays the downloaded messages, for example, by means...

15/TI/1 (Item 1 from file: 348)

DIALOG(R) File 348:(c) 2000 European Patent Office. All rts. reserv.

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

On-line wagering system with programmable game entry cards.

On-line-Wettsystem mit programmierbaren Spielzugangskarten.

Systeme de pari en temps reel avec cartes programmables d'entree de donnees de jeu.

15/TI/2 (Item 1 from file: 349)

DIALOG(R) File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

IN-STORE CONSUMER TARGETED MESSAGING SYSTEM

SYSTEME DE MESSAGERIE EN MAGASIN CIBLEE SUR LE CONSOMMATEUR

15/TI/3 (Item 2 from file: 349)

DIALOG(R) File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

PRODUCT INFORMATION STORAGE, DISPLAY, AND COUPON DISPENSING SYSTEM

SYSTEME DE STOCKAGE ET D'AFFICHAGE D'INFORMATIONS SUR DES PRODUITS, ET DE
DISTRIBUTION DE COUPONS

?

16/TI/1 (Item 1 from file: 348)

DIALOG(R)File 348:(c) 2000 European Patent Office. All rts. reserv.

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348
Video gaming system with fixed pool of winning plays and global pool access
Videospielsystem mit einer vorgegebenen Anzahl von Gewinnspielen und mit
globalem Zugriff auf Spielmöglichkeiten
Systeme de jeu video a fond commun fixe de parties gagnantes et acces
global au fonds commun

16/TI/2 (Item 2 from file: 348)

DIALOG(R)File 348:(c) 2000 European Patent Office. All rts. reserv.

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348
VIDEO GAMING SYSTEM WITH FIXED POOL OF WINNING PLAYS AND GLOBAL POOL ACCESS
VIDEOSPIELSYSTEM MIT EINER VORGEGEBENEN ANZAHL VON GEWINNSPIELEN UND MIT
GLOBALEM ZUGRIFF AUF SPIELMOGLICHKEITEN
SYSTEME DE JEU VIDEO A FONDS COMMUN FIXE DE PARTIES GAGNANTES ET ACCES
GLOBAL AU FONDS COMMUN

16/TI/3 (Item 1 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

PRODUCT DISPENSING APPARATUS AND GAMING SYSTEM
DISTRIBUTEUR DE PRODUITS ET SYSTEME DE JEU

16/TI/4 (Item 2 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

EVALUATION OF RESPONSES OF PARTICIPATORY BROADCAST AUDIENCE WITH PREDICTION
OF WINNING CONTESTANTS: MONITORING, CHECKING AND CONTROLLING OF
WAGERING, AND AUTOMATIC CREDITING AND COUPONING
EVALUATION DES REPONSES D'AUDITEURS PARTICIPANT A UNE EMISSION
RADIODIFFUSEE AVEC PREDICTION DES GAGNANTS PARMI LES PARTICIPANTS:
CONTROLE, VERIFICATION ET REGULATION DES PARIS, ET DISTRIBUTION
AUTOMATIQUE DE CREDIT ET DE COUPONS

16/TI/5 (Item 3 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

INTERACTIVE GAMING DEVICE
DISPOSITIF JEU INTERACTIF

16/TI/6 (Item 4 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

IMPROVED ELECTRONIC ORDERING AND VENDING SYSTEMS
SYSTEMES ELECTRONIQUES AMELIORES DE COMMANDE ET DE DISTRIBUTION

16/TI/7 (Item 5 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

A COMMUNICATIONS SYSTEM AND ASSOCIATED APPARATUS
SYSTEME DE TELECOMMUNICATION ET APPAREIL ASSOCIE

16/TI/8 (Item 6 from file: 349)

DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

GENERATION OF ENLARGED PARTICIPATORY BROADCAST AUDIENCE

OBTENTION D'UNE AUDIENCE PARTICIPATIVE ELARGIE EN MATIERE DE RADIODIFFUSION

16/TI/9 (Item 7 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

VIDEO GAMING SYSTEM WITH FIXED POOL OF WINNING PLAYS AND GLOBAL POOL ACCESS
SYSTEME DE JEU VIDEO A FONDS COMMUN FIXE DE PARTIES GAGNANTES ET ACCES
GLOBAL AU FONDS COMMUN

16/TI/10 (Item 8 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

AN APPARATUS FOR STORING AND DISPENSING ARTICLES
APPAREIL POUR STOCKER ET DISTRIBUER DES ARTICLES

16/TI/11 (Item 9 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPat. All rts. reserv.

A COMPUTERIZED MERCHANDISING SYSTEM
SYSTEME DE DISTRIBUTION INFORMATISE

16/5/8 (Item 6 from file: 349)
DIALOG(R) File 349:PCT Fulltext
(c) 2000 WIPO/MicroPat. All rts. reserv.

00359657

GENERATION OF ENLARGED PARTICIPATORY BROADCAST AUDIENCE
OBTENTION D'UNE AUDIENCE PARTICIPATIVE ELARGIE EN MATIERE DE RADIODIFFUSION

Patent Applicant/Assignee:

VON KOHORN Henry

Inventor(s):

VON KOHORN Henry

Patent and Priority Information (Country, Number, Date):

Patent: WO 9419906 A1 19940901

Application: WO 94US1535 19940214 (PCT/WO US9401535)

Priority Application: US 9325397 19930225

Designated States: AU CA JP AT BE CH DE DK ES FR GB GR IE IT LU MC NL PT SE

Main International Patent Class: H04N-007/10;

International Patent Class: H04N-007/00;

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 99221

English Abstract

A system and method for wagering and for evaluating responses to broadcast programs, such as television programs, includes an instructional signal modulated onto a signal transmitted concurrently with the television program, or time-multiplexed with a television. At each of a plurality of remote receiving stations (16, 18), one or more members of a remote audience (94) has the opportunity to respond to a situation presented in the television program by entering a response on a keyboard (44). The system includes, at each remote receiving station, a response unit (22) having a memory (106) responsive to the instructional signal for storing acceptable responses, a comparison circuit (116) for comparing responses entered at the keyboard with those stored in the memory, circuitry (104) for scoring responses in accordance with commands from the instructional signal, and a recording device (46) for providing a permanent record of the audience score at the remote station. For conducting a sweepstakes, numbers or other responses are entered at the remote stations and are stored at a central facility for verification. The program may be presented live conducted by a host at a central station (12), or by a prerecorded message accessible by telephone from a remote station with regulation from a central station, and may be transmitted via satellite simultaneously to numerous central stations for rebroadcast to an enlarged participatory audience.

16/3,K/8 (Item 6 from file: 349)
DIALOG(R)File 349:PCT Fulltext
(c) 2000 WIPO/MicroPat. All rts. reserv.

00359657

GENERATION OF ENLARGED PARTICIPATORY BROADCAST AUDIENCE
OBTENTION D'UNE AUDIENCE PARTICIPATIVE ELARGIE EN MATIERE DE RADIODIFFUSION

Patent Applicant/Assignee:

VON KOHORN Henry

Inventor(s):

VON KOHORN Henry

Patent and Priority Information (Country, Number, Date):

Patent: WO 9419906 A1 19940901

Application: WO 94US1535 19940214 (PCT/WO US9401535)

Priority Application: US 9325397 19930225

Designated States: AU CA JP AT BE CH DE DK ES FR GB GR IE IT LU MC NL PT SE

Publication Language: English

Fulltext Word Count: 99221

Fulltext Availability:

Detailed Description

Claims

Detailed Description

... great, convenience in the implementation of a sales and advertising program. Responses by the listening or viewing audience can also be used in conducting a **survey** of public opinion. However, in spite of the advantages which would be provided by such a system, for including the listening and viewing audience, no...local programming material allows people across the country to participate simultaneously in a common contest, or a common learning experience, or in a common national **survey**, by way of example. The use of alternative network programs inserted in opportune-time slots, allows the central stations to insert the network programs within...manner similar to that of the separation circuitry 30, and will be described in detail hereinafter, with reference to Fig. 3.

In both of the **receiving** stations 16 and 18, the response unit 22" includes a, keyboard, 44- whereby, ;&, person in the remote viewing audience enters a response. The response unit...to winners with advertising material or shopping hints.

The records created pursuant to the present invention may be used as tokens, coupons, certificates and general **proof** of participation in the broadcast transmission program. Coupons may be redeemed by, mail or in retail establishments for cash, prizes or discounts.

The following terms...with one of several programs stored in memory 108 and brought into play by the instructional or command signals transmitted by transmitters 72 or 74.

Questionnaires or forms used in market research may be stored in dispenser 46 or may be placed into it by respondents. Following a set of questions...

...storage media as may be employed.

Theoprintout~mechanismzor.marking devicazmayvtake,~, different forms to meet the requirements of the broadcast, whether quiz programs, educational programs, tests **surveys** or other task setting assignments. These devices may be relatively small, utilizing a continuous tape as the substrate to which the markings are applied, or...household members can readily serve as a bases for statistically sampling peoples' responses to a product, service, political candidates, corporate images and other subjects of **surveys**. The increased audience provided by the invention is significant in **survey** and market research fields because, by way of example, an increase of sample ...are particularly well suited to the

elicitation of unbiased responses to questions or statements by advertising agencies and market analysts. The market research and other **surveys** and **polls** made possible by the system and methods described, can be part of a regular quiz show or can be conducted separately. Respondents are rewarded...

...in conducting research into respondents' reactions to tasks or questions. Coupon awards may be dispensed separately or may be a tear-off section of a **survey** form.

The relative simplicity and compactness of the electronic devices comprising the response unit, and the fact that the response unit is not connected by...as a paper or card, having a prescribed format for the entry of answers. As has been noted hereinabove, such a data entry form or **questionnaire**, is useful for providing responses by respondents in situations such as contests, educational and advertising promotional or research activities. An example of such a **questionnaire** 126 is shown in Fig. 5. Therein, blocks numbered I - 6 are provided for entry of responses by members of the audience at the remote...

...fragmentary view of the keyboard 44, the view showing a keypad with keys for the entry of identifying numerals for identifying the blocks of the **questionnaire** 126 in which the respective answers are to be entered.

The respondent identifies a **questionnaire** block by holding down a control key Q while typing the identifying numeral on the keyboard 44. The response to be entered in that block...

...the block identification from the response. The decoder 128 activates the printer 130, upon the appearance of the response, to print the response on the **questionnaire** 126, the latter having been previously placed into the dispenser 46 by the respondent. The decoder also addresses the PROM 132 with the block identification...

...PROM 132 outputs the block location to the printer 130 to direct the printer 130 to print the response at the correct location on the **questionnaire** 126.

Information with respect to the layout of the **questionnaire** 126 is loaded into the PROM 132 by the program memory 108 as directed by the instructional signal on line 122 or 124 of Fig include a group of trays 134 each of which stores a separate set of forms such as the **questionnaire** 126 upon which a response is to be printed. The trays 134 are activated by a control signal from the program memory 108 to present ...

...the host 50. in a classroom or in the studio 14 designates the requisite form for use in preparing the response. The completed form, or **questionnaire** 126, exits a slot 136 of the printer 130. The completed **questionnaire** 126 may be provided on any suitable recording medium which serves as a hard copy such as paper, plastic strip, or plastic card.

As was...

...108. This permits the score counter 104 to be activated and deactivated by commands transmitted via the instructional signal. In the outputting of the foregoing **questionnaire** 126 from the printer 130 with words printed in the appropriate blocks, a score can also be imprinted upon the **questionnaire** 126 upon activation of the counter 104, ..., which score, is omitted upon deactivation of the counter 104.

The embodiments of the system of Figs. 6...is the average annual per capita income in your county?". A, successful respondent wins an award in order to encourage wider participation in such a **survey**. In market research, the ability to leave a printed text on a cable television screen for a period of time, and to accompany a question with an oral

explanation will not only make respondent's answers to such questions easier and therefore more reliable, but will make the conducting of **surveys** or automated channels a very economical method of reaching unprecedented numbers of respondents.

The methods and systems described above may advantageously be employed to attract...wager on the outcome of the event on which the participant wishes to bet.

Events, the outcome of which can be predicted, include sports, elections, **polls**, and other kinds of happenings, the outcomes of which are capable of being defined in terms of results, scores, points, decisions, and other measurements.

With...ticket or other of various forms as have been described above. The card 362 is conveniently carried by a player to the redemption facility 906 to **obtain** a **prize**.

In accordance with a feature of the invention, protection against at forgery of the card 362 is provided. This is accomplished as follows. In addition...gifts to be presented by an advertiser, by way of example. The scoring computer 902 also multiplies the amounts wagered by the players' scores to **obtain** the total **prize** or award due each player. In the event that the amount of prizes to be awarded is based also on the total amount wagered, as...

...362. Thereby, the invention has accomplished a two-fold goal of being adaptive to a large variety of wagering situations, and of providing a forgery-**proof** process for redemption of the cards 362.

The features of the invention, as ...limit becomes effective, are not stored at the central data facility, and are not printed on the player's ticket, this precluding the player from **winning** a **prize** for a late entry of wager.

In the printing and dispensing of hard-copy records by a response unit, it is noted that the records...among local programming material allows people across the country to participate in a common contest, or a common learning experience, or in a common national **survey**, by ...By way of further example, the tasks may involve a prediction, as described hereinabove, and the prediction may be employed in the conduction of a **poll**. Therein, an acceptable prediction could be one deviating not more than 5% from the actual outcome. As a further example, in a basketball game, an...

Claim

... audience is an acceptable response; and entering a member, who has entered an acceptable response, into a sweepstakes.

62. A method for encouraging participation in **surveys** or **polls** comprising the steps of:

transmitting electronic signals eliciting responses to questions from a central facility to members of an audience to be **polled**; receiving elicitations at locations of said members; providing means for entering a response to individual ones of said members; entering responses by individual ones of...sweepstakes by randomly determining a winner; and means for informing a winning respondent of a result of the sweepstakes.

92. A system for conducting a **survey** or **poll** comprising:

means for transmitting electronic signals eliciting responses to questions by members of a polling audience at remote locations; signal receiving means at the locations of said audience members; means-- at-- said~lmhmbers I locations, sfor entering responses to **survey** questions; a central response data storage facility; means for electronically communicating response data from members' locations to said data storage

facility; means at a central...

File 77:Conference Papers Index 1973-2000/Jul
(c) 2000 Cambridge Sci Abs
File 35:Dissertation Abstracts Online 1861-2000/Jul
(c) 2000 UMI
File 583:Gale Group Globalbase(TM) 1986-2000/Aug 18
(c) 2000 The Gale Group
File 2:INSPEC 1969-2000/Aug W2
(c) 2000 Institution of Electrical Engineers
File 65:Inside Conferences 1993-2000/Aug W2
(c) 2000 BLDSC all rts. reserv.
File 233:Internet & Personal Comp. Abs. 1981-2000/Jul
(c) 2000 Info. Today Inc.
File 99:Wilson Appl. Sci & Tech Abs 1983-2000/Jul
(c) 2000 The HW Wilson Co.

Set	Items	Description
S1	291775	SURVEY?? OR QUESTIONNAIRE?? OR POLL??
S2	6892	S1(3N) (FIRST OR INITIAL OR PRELIMINARY OR QUALIF? OR SIGN(- W)UP OR PRIMARY OR OPENING OR INTRODUCT???)
S3	7238	S1(3N) (SECOND??? OR ADDITIONAL OR FOLLOW(W)UP OR BONUS OR - ANOTHER OR REFOCUSED OR RE(W)FOCUSED OR MORE(W)DETAILED OR SE- RIES OR SET OR SUBSEQUENT OR SUCCEEDING OR EXTRA OR BONUS OR - SUCCESSIVE OR ENSUING)
S4	44767	REWARD?? OR PRIZE?? OR GIFT?? OR INCENTIVE??
S5	2851	S4(3N) (RECEIV??? OR SENT OR GET???? OR WIN???? OR COLLECT?- ?? OR PICK??(W)UP OR GIVEN OR MAILED)
S6	2516	S4(3N) (CLAIM??? OR RECEIV??? OR OBTAIN??? OR GET???? OR WI- N???? OR COLLECT??? OR PICK??(W)UP)
S7	52281	(I(W)D OR IDENTIFICATION) (W)CARD?? OR PROOF OR TICKET?? OR STUB??
S8	1	S3(S)S5
S9	7	S3 AND S5
S10	120	S1(S)S5
S11	0	S2(S)S5
S12	96	S2 AND S4
S13	31	S2(S)S4
S14	31	RD (unique items)
S15	28	S14 NOT PY=1998:2000
S16	67	S3(S)S4
S17	62	S16 NOT S15
S18	10	S3(10N)S4
S19	38	S3(20N)S4
S20	38	RD (unique items)
S21	37	S20 NOT PY=1998:2000
S22	21	S3(15N)S4
S23	37	S6(S)S7
S24	37	RD (unique items)
S25	22	S24 NOT PY=1998:2000
?		

9/TI/1 (Item 1 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

CAN TASK DIFFICULTY ALTER ONE'S PERCEIVED LEVEL OF SELF-EFFICACY?

9/TI/2 (Item 2 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

SOMETHING WITHIN: RELIGION IN AFRICAN AMERICAN POLITICS

9/TI/3 (Item 3 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

A COMPARISON OF THE PERCEPTIONS OF PARENTS OF HIGHLY AND MODERATELY GIFTED CHILDREN

9/TI/4 (Item 4 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

CHARACTERISTICS OF COLLEGE-RELATED FOUNDATIONS AND PRIVATE FUND-RAISING IN ALABAMA PUBLIC TWO-YEAR INSTITUTIONS

9/TI/5 (Item 5 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

EXPORT BEHAVIOR AND INCENTIVES OF THE AGRIBUSINESS FIRMS IN THE PHILIPPINES

9/TI/6 (Item 6 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

CHILDREN'S LITERATURE COLLECTIONS IN FIFTY-FOUR COLLEGES AND UNIVERSITIES: WHAT THEY ARE AND WHAT THEY MIGHT BE

9/TI/7 (Item 7 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

EXPERIMENTATION ON THREATENING APPEALS IN THE FOLLOW-UP LETTERS OF A MAIL SURVEY
?

15/TI/1 (Item 1 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

A CROSS-CULTURAL COMPARISON OF GIFTED CHILDREN'S THEORIES OF INTELLIGENCE,
GOAL ORIENTATION, AND RESPONSES TO CHALLENGE

15/TI/2 (Item 2 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

ENCOURAGING PHYSICIAN INVOLVEMENT IN HOSPITAL-BASED CONTINUOUS QUALITY
IMPROVEMENT PROGRAMS

15/TI/3 (Item 3 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

COMMUNITY AND MEDIA INFLUENCES ON ADOLESCENT SEXUAL ABSTINENCE (SEXUAL
BEHAVIOR)

15/TI/4 (Item 4 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

AN INVESTIGATION OF LAWLER'S EXPECTANCY MODEL OF MOTIVATION AS A PREDICTOR
OF SUCCESSFUL TRAINING TRANSFERENCE IN WORK PLACE TRAINING PROGRAMS (EDWARD
E. LAWLER III, TRANSFERENCE, WORKPLACE TRAINING)

15/TI/5 (Item 5 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

AN EXEMPLARY SCOPE AND SEQUENCE FOR GIFTED CHILDREN, KINDERGARTEN THROUGH
FIFTH-GRADE

15/TI/6 (Item 6 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

CAUSES AND CONSEQUENCES OF LARGE-GROUP INCENTIVE SYSTEMS (PROFIT SHARING,
GAIN SHARING)

15/TI/7 (Item 7 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

CROSS-CULTURAL GIFT-GIVING BEHAVIOR: COLLECTIVISTIC VS. INDIVIDUALISTIC
CULTURES

15/TI/8 (Item 8 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

AN INVESTIGATION OF SECONDARY TEACHERS' MOTIVATION ORIENTATION AND THEIR
ATTITUDES ABOUT EXTRINSIC INCENTIVES (TEACHER MOTIVATION)

15/TI/9 (Item 9 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

INDIVIDUAL DIFFERENCES IN IMPULSIVENESS: A CONCEPTUAL AND EMPIRICAL
ANALYSIS (COST CONSIDERATION)

15/TI/10 (Item 10 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

INTIMACY AND LORDSHIP: THE CREATION OF A BUREAUCRACY IN THE DIOCESE OF LINCOLN, CA. 1186-1299 (MIDDLE AGES, ENGLAND)

15/TI/11 (Item 11 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

A SOCIAL CLASS AND SOCIAL FUNCTION ASSESSMENT OF THE EQUESTRIAN SPORT OF COMBINED DRIVING

15/TI/12 (Item 12 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

SOCIAL-PSYCHOLOGICAL CORRELATES OF 'TEENAGE HISPANIC FEMALES' RESPONSIBLE SEXUAL BEHAVIOR: A MOTIVATIONAL STUDY FROM THE ADOLESCENTS' PERSPECTIVE (MEXICAN-AMERICANS)

15/TI/13 (Item 13 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

BUILDING A LITERARY HERITAGE: A STUDY OF THREE GENERATIONS OF PIONEER WOMEN, 1880-1930

15/TI/14 (Item 14 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

THE RELATIONSHIP BETWEEN COMPONENTS OF THE EXPECTANCY-VALENCE MODEL OF MOTIVATION AND PARTICIPATION OF NEW JERSEY PUBLIC SECTOR MANAGERS IN VOLUNTARY JOB-RELATED CONTINUING EDUCATION PROGRAMS

15/TI/15 (Item 15 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

AN ANALYSIS OF THE ATTITUDES OF NEBRASKA TEACHERS TOWARD THREE EARLY RETIREMENT INCENTIVE PROGRAMS

15/TI/16 (Item 16 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

A DELPHI STUDY: IDENTIFYING ADMINISTRATIVE PROBLEMS FACED BY ELEMENTARY SCHOOL PRINCIPALS IN PROVIDING SERVICES FOR GIFTED AND TALENTED STUDENTS

15/TI/17 (Item 17 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

BARRIERS AND INCENTIVES TO THE ADOPTION OF INNOVATIVE, ENERGY-EFFICIENT HOUSING: PASSIVE AND ACTIVE SOLAR AND EARTH SHELTERED

15/TI/18 (Item 18 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

THE IDENTIFICATION OF CULTURALLY-DIFFERENT GIFTED AND TALENTED CHILDREN (CALIFORNIA)

15/TI/19 (Item 19 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

**STUDIES IN THE EVOLUTION OF THE EMPLOYMENT RELATIONSHIP IN AMERICAN
MANUFACTURING, 1880-1930 (UNITED STATES, LABOR, PERSONNEL, BUREAUCRACY)**

15/TI/20 (Item 20 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

**THE EFFECTS OF LEGAL CHILD-CUSTODY STATUS ON PERSUASION-STRATEGY CHOICES
AND COMMUNICATION GOALS OF FATHERS**

15/TI/21 (Item 21 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

**SUNG-LIAO DIPLOMACY IN ELEVENTH- AND TWELFTH-CENTURY CHINA: A STUDY OF THE
SOCIAL AND POLITICAL DETERMINANTS OF FOREIGN POLICY**

15/TI/22 (Item 22 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

OLD AGE IN THE HEBREW SCRIPTURES: A PHENOMENOLOGICAL STUDY

15/TI/23 (Item 23 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

INCENTIVE MANAGEMENT TECHNIQUES FOR PAVEMENT REHABILITATION CONSTRUCTION

15/TI/24 (Item 24 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

LEADERSHIP ROLE OF THE PRINCIPAL IN GIFTED PROGRAMS: A HANDBOOK

15/TI/25 (Item 25 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

**EXPERIMENTATION ON THREATENING APPEALS IN THE FOLLOW-UP LETTERS OF A MAIL
SURVEY**

15/TI/26 (Item 1 from file: 2)
DIALOG(R)File 2:(c) 2000 Institution of Electrical Engineers. All rts.
reserv.

Title: Hardware realisable learning algorithms

15/TI/27 (Item 2 from file: 2)
DIALOG(R)File 2:(c) 2000 Institution of Electrical Engineers. All rts.
reserv.

**Title: On theory and algorithms for Markov decision problems with the
total reward criterion**

15/TI/28 (Item 1 from file: 99)
DIALOG(R)File 99:(c) 2000 The HW Wilson Co. All rts. reserv.

Recollections from Japan

AUGMENTED TITLE: about W. Edwards Deming

?

25/TI/1 (Item 1 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

**REWARD ALLOCATIONS AND RECIPIENT REACTIONS: EFFECTS OF SEX AND REWARD
STRUCTURE**

25/TI/2 (Item 2 from file: 35)
DIALOG(R)File 35:(c) 2000 UMI. All rts. reserv.

**THE EFFECTS OF COMMITMENT, PARTICIPATION, AND SURVEILLANCE ON RESOURCE
MANAGEMENT IN A SOCIAL TRAP**

25/TI/3 (Item 1 from file: 583)
DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

Lucky draw held by CSL
HONG KONG: LUCK DRAW FOR CSL CALL-BACK USERS

25/TI/4 (Item 2 from file: 583)
DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

Les enfants, nouvelle cible des distributeurs
FRANCE: RETAILERS TARGET CHILDREN

25/TI/5 (Item 3 from file: 583)
DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

Computer sales are not good during this christmas
HONG KONG: COMPUTER PROMOTIONS

25/TI/6 (Item 4 from file: 583)
DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

VAPENEXPORT FOLJDE REGLER
SWEDEN: ON ARMS EXPORTS TO INDONESIA

25/TI/7 (Item 5 from file: 583)
DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

Camelot forecast to be t5bn lottery winner
UK: CAMELOT EXCEEDS TARGETS IN FIRST YEAR

25/TI/8 (Item 6 from file: 583)
DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

Co-op kicks off GBt 18m prize game promotion
UK: PRIZE DRAW COMPETITION PLANNED BY CO-OP

25/TI/9 (Item 7 from file: 583)
DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

Golf rocks with rollers
UK: VW PLANS RESPONSIVE AD CAMPAIGN

25/TI/10 (Item 8 from file: 583)
DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

Lottery bandwagon

JAPAN: BANK TO LAUNCH LOTTERY TIME DEPOSITS

25/TI/11 (Item 9 from file: 583)

DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

SQ on attack with Hong Kong agency blitz

HONG KONG: SIA LAUNCHED ITS PROMOTION

25/TI/12 (Item 10 from file: 583)

DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

Lottery opening 11 offices

UK: NATIONAL LOTTERY REGIONAL OFFICES PLANNED

25/TI/13 (Item 11 from file: 583)

DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

Football goal times could win consumers a US trip

US: COCA-COLA LAUNCHES FOOTBALL CARD PROMOTION

25/TI/14 (Item 12 from file: 583)

DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

Flights of fiction

JAPAN: 6TH ANNUAL ANA CONTEST

25/TI/15 (Item 13 from file: 583)

DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

Lufthansa aims to beat BA at agency loyalty

UK: LUFTHANSA IN AGENCY LOYALTY DRIVE

25/TI/16 (Item 14 from file: 583)

DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

GBP1m-a-week jackpot offered in reform of gambling rules

UK - GBP1 MIL/WEEK JACKPOT OFFERED IN GAMBLING RULES REFORM

25/TI/17 (Item 15 from file: 583)

DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

Lottery lines up GBP1m pay-out

UK - FIRST NATIONAL LOTTERY TO CARRY WEEKLY GBP1 MIL JACKPOT

25/TI/18 (Item 16 from file: 583)

DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

Gift push aimed at independents

UK - COURAGE BEER LAUNCHES GIFT PROMOTION

25/TI/19 (Item 17 from file: 583)

DIALOG(R)File 583:(c) 2000 The Gale Group. All rts. reserv.

Courage's offer targets the independents

UK - COURAGE BEER OFFERS PROMOTION FOR INDEPENDENTS

25/TI/20 (Item 1 from file: 2)
DIALOG(R)File 2:(c) 2000 Institution of Electrical Engineers. All rts.
reserv.

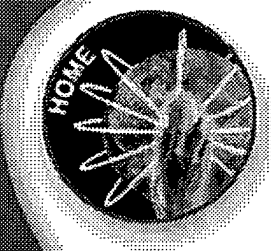
Title: Sir Edward Appleton and Joseph Priestley: two giants of electrical
science

25/TI/21 (Item 1 from file: 233)
DIALOG(R)File 233:(c) 2000 Info. Today Inc. All rts. reserv.

Newspapers online -- Print's not dead, but electronic is coming to life

25/TI/22 (Item 2 from file: 233)
DIALOG(R)File 233:(c) 2000 Info. Today Inc. All rts. reserv.

Road Rash
?



Greenfield Online

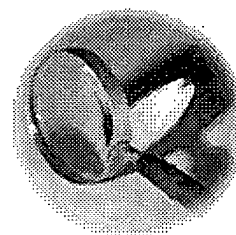
Leading the Research Revolution®

[Home](#)[Join](#)[Members
Area](#)[FAQ](#)[Compare
Profile](#)[Contact Us](#)

Frequently Asked Questions

It costs absolutely nothing to join, but you must register with Greenfield Online to be eligible to participate in our surveys, projects, and to win cash and prizes.

The sign-up survey gathers basic background information about you. Any information you provide is strictly confidential and will be used for marketing research purposes only ([privacy policy](#)). Once you submit your sign-up survey, you can participate in any of our projects, and your name will be automatically entered into a drawing to win our monthly giveaway.



When registering, all members are automatically set up with a free personal iGain account. All cash incentives from Greenfield Online are deposited directly into your iGain account. You may request that iGain send you a check for your account balance or donate your incentive dollars to charity. Visit the [iGain](#) site for more details about having an account.

Every survey and project offers you a chance to win valuable rewards. To see what surveys you can participate in, visit the [Take A Survey](#) area. In addition, we will occasionally send you an email asking for your participation in surveys. We try to match you with fun and exciting surveys that match your background and interests.

If you are a new member or are considering joining, take a moment to review our **Frequently Asked Questions**. It's a great way to get to know our site.

i.think inc. is a virtual consumer research company. It maintains a database with thousands and thousands of names of people willing to help companies as they strive to bring ever better products to the marketplace.



We were formed in 1996 when Internet interviewing was in embryonic stages. We spent most of our first year explaining to potential sponsors that "real people" really do use the Internet.

Though still in its infancy, Internet data collection has gained credibility as large national research companies have waded into the information highway. Potential research sponsors are learning that it really is easier and faster to use the Internet for data collection. Our sales force now spends time explaining the differences between i.think inc. and other Internet research companies.

We differ from other Internet research companies because the Internet is ALL we do. We began as an Internet research company and we continue to have that as our only focus. We do not have to share our talent and resources with phone banks and mail panels.

We also differ from other Internet research companies because we are small and don't have the overhead some of the larger organizations must deal with. We can usually turn a project faster and for less dollars with the same depth and reliability as our larger competitors.

Beth Mack, president of i.think inc., is a marketing professional with 24 years of national Advertising Agency experience. Her Agency background provides a marketing perspective to research data which helps companies actually use the information provided to solve problems and make important decisions.

Beth's background includes the successful repositioning of major retail and packaged goods products. She has been named "Advertising Woman of the Year" and has been awarded both Gold and Bronze Effie awards for her work with JCPenney.



Testing Ideas At Web Speed

[home](#) | [login](#) | [test](#) | [earn](#) | [about](#) | [contact](#)

WHY DO WE EXIST?

Concept Test Inc. (CTI) was formed in early 1997 to fulfill a fundamental but unmet need for fast and inexpensive online survey-based concept testing. In recognizing the unique ability of the internet to bring companies and customers together in one place, CTI developed a proprietary survey system and attracted a pool of thousands of online testers in order to provide a convenient and effective method for testing user perceptions. Since the launch of the TestNow website in February 1997, we have added a number of additional capabilities in our quest to provide innovative services that aid or validate the decision-making of our clients.

CONTACTING US

If you are interested in learning more about TestNow or Concept Test Inc., please feel free to send us [email](#) or call us at (310) 640-6004. We would be delighted to speak with you.

Concept Test Inc.
2121 Rosecrans Ave., Ste. 2380
El Segundo, CA 90245
(310) 640-6004

© Copyright 1999 -- Concept Test Inc. [[home](#) | [login](#) | [test](#) | [earn](#) | [about](#) | [contact](#)]

15/3,K/2 (Item 1 from file: 349)
DIALOG(R) File 349:PCT Fulltext
(c) 2000 WIPO/MicroPat. All rts. reserv.

00593272

IN-STORE CONSUMER TARGETED MESSAGING SYSTEM
SYSTEME DE MESSAGERIE EN MAGASIN CIBLEE SUR LE CONSOMMATEUR

Patent Applicant/Assignee:

INFRAMEDIA CORPORATION, INFRAMEDIA CORPORATION , 67 Auburn Extension,
Framingham, MA 01701 , US

Inventor(s):

ABELL Peter B, ABELL, Peter, B. , 6 Hemlock Hill, Amherst, NH 03031 , US

Patent and Priority Information (Country, Number, Date):

Patent: WO 9838589 A1 19980903

Application: WO 98US3731 19980226 (PCT/WO US9803731)

Priority Application: US 9738331 19970227

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES

FI GB GE GH GM GW HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD

MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US

UZ VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE

CH DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML

MR NE SN TD TG

Publication Language: English

Filing Language: English

Fulltext Word Count: 7477

Fulltext Availability:

Detailed Description

Detailed Description

... in step 60-2. If so, the process may then proceed to a step 60-3 where
the customer may be prompted to insert the **identification card** to
obtain rewards . Other menus are displayed (not shown in FIG. 4a) if a
card is lost or stolen or misplaced and replacement is needed.

If the customer...

15/5/2 (Item 1 from file: 349)
DIALOG(R)File 349:PCT Fulltext
(c) 2000 WIPO/MicroPat. All rts. reserv.

00593272

IN-STORE CONSUMER TARGETED MESSAGING SYSTEM
SYSTEME DE MESSAGERIE EN MAGASIN CIBLEE SUR LE CONSOMMATEUR

Patent Applicant/Assignee:

INFRAMEDIA CORPORATION, INFRAMEDIA CORPORATION , 67 Auburn Extension,
Framingham, MA 01701 , US

Inventor(s):

ABELL Peter B, ABELL, Peter, B. , 6 Hemlock Hill, Amherst, NH 03031 , US

Patent and Priority Information (Country, Number, Date):

Patent: WO 9838589 A1 19980903

Application: WO 98US3731 19980226 (PCT/WO US9803731)

Priority Application: US 9738331 19970227

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES

FI GB GE GH GM GW HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD

MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US

UZ VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE

CH DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML

MR NE SN TD TG

Main International Patent Class: G06F-017/60;

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 7477

English Abstract

A system for use in a retail store that permits consumers to identify themselves to an in-store merchandising system prior to check-out. As a result, the consumer may be presented with promotional offers and other information specifically targeted to the particular consumer. The consumer may be identified in a number of ways such as by swiping magnetic cards and card readers attached to shopping carts. Promotional offers made to the consumer may be based on previous habits of the particular consumer, the consumer's location in the store, demographics, or purchase triggers. A consumer may also receive targeted information with respect to particular items considering purchase such as, for example, to determine the appropriateness of purchasing particular food items and prescription medication and/or over the counter drugs. Retailers and product manufacturers may therefore use information to better plan product placement, to be more responsive to customer demand, and to otherwise understand the purchasing habits of their customers.

14/3,K/23 (Item 7 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2000 The Gale Group. All rts. reserv.

05526647 SUPPLIER NUMBER: 11582851 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Length-biased sampling in mall intercept surveys. (.... Research Notes and Communications)
Nowell, Clifford; Stanley, Linda R.
Journal of Marketing Research, v28, n4, p475(5)
Nov, 1991
ISSN: 0022-2437 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 3873 LINE COUNT: 00310

... from 43.36 to 29.53, a 32% drop.

To examine whether individuals accurately estimate the time they spend at the site, we conducted a **second survey** at the same mall to compare survey respondents' estimated lengths of stay at the mall with the actual lengths of stay as measured by the...given a token with their survey number written on it and told that if they returned the token just before exiting the mall, they would **receive** a \$5 mall **gift** certificate. When they returned the token, the number on the token was matched to their survey form and the time was noted.

On average, individuals...

14/3,K/24 (Item 8 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2000 The Gale Group. All rts. reserv.

02479201 SUPPLIER NUMBER: 03918176 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Material gains. (Peter Nygard) (excerpt from The Money Rustlers)
Grescoe, Paul; Cruise, David
Canadian Business, p80(8)
Sept, 1985
DOCUMENT TYPE: biography ISSN: 0008-3100 LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT
WORD COUNT: 5767 LINE COUNT: 00430

... fit?") and requested permission to send her a fuller questionnaire. There was an extraordinary 15% return on the 25,000 tags, Nygard says. Tan Jay **sent** the respondents **gift** pens to fill out the **second survey** --and half of those questionnaires came back completed. Analyzing them, Nygard found "there was a tremendous need for the missy fit, the customer who'd...

?

PLEASE ENTER A COMMAND OR BE LOGGED OFF IN 5 MINUTES

?

705/14
SEARCH REQUEST FORM

Scientific and Technical Information Center

Requester's Full Name: Bail Hayes Examiner #: 64989 Date: 8-14-00
Art Unit: 2760 Phone Number: 301-97711 Serial Number: 081835105
Mail Box and Bldg/Room Location: 501 Results Format Preferred (circle): PAPER DISK E-MAIL

If more than one search is submitted, please prioritize searches in order of need.

Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc, if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: Merchandising Using Cons. Information Survey

Inventors (please provide full names): _____

Earliest Priority Filing Date: 4-4-97

For Sequence Searches Only Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.

See attached summary and
details of request

08-14-00 A11:02 IN

STAFF USE ONLY

	Type of Search	Vendors and cost where applicable
Searcher: <u>Geoffrey St. Louis</u>	NA Sequence (#) _____	STN _____
Searcher Phone #: <u>308-7800</u>	AA Sequence (#) _____	Dialog <u>✓</u>
Searcher Location: <u>4R30</u>	Structure (#) _____	Questel/Orbit _____
Date Searcher Picked Up: <u>8/17</u>	Bibliographic <u>✓</u>	Dr. Link _____
Date Completed: <u>8/18</u>	Litigation _____	Lexis/Nexis _____
Searcher Prep & Review Time: <u>4 hours</u>	Fulltext <u>✓</u>	Sequence Systems _____
Clerical Prep Time: _____	Patent Family _____	WWW/Internet <u>✓</u>
Online Time: <u>6 hours</u>	Other _____	Other (specify) _____